



Claire Grady-Smith

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Experience

MARKETING COORDINATOR, KINGSTON WRITERSFEST – MAY 2025-PRESENT

Managing the KWF brand, developing and executing strategies for social media, email marketing, print media and advertising.

Supporting the Executive Director with sponsorship and donor relations and deliverables.

Designing and delivering all print materials for the Festival, including program guides, flyers, posters, signage, and swag.

SENIOR MARKETING OFFICER, ISABEL BADER CENTRE FOR THE PERFORMING ARTS – MAY 2024-MAY 2025

Developing and executing communication strategies with the Isabel's audience through social media, email, and print media for all 28 annual performances.

Ensuring ticket sales through multiple strategies including billboards, print advertising, digital advertising, radio, posters, banners, organic posts and emails.

GRADUATE PROGRAM CO-ORDINATOR, GENDER STUDIES, QUEEN'S – 2023-2024

Supporting Graduate Chair and Department Head with a variety of administrative duties, including student course enrolment, teaching award allocations, graduate applications and graduate award nominations

Carrying out departmental communications, including developing Webinars, weekly communications with students, and semi-annual departmental newsletters

Event planning and promotion for events, such as convocation and speaker series, including setting up ticket sales and registration through online platforms

Completing tasks in Peoplesoft, acQuire and ERS platforms

Acting as a liaison between graduate students and program admin

MARKETING ASSISTANT, GENDER STUDIES DEPARTMENT, QUEEN'S – 2022-2023

Developing a marketing strategy for various Departmental communications, including semi-annual newsletter, GNDS events and speaker series

Graphic design for the program, including working with several stakeholders to rebrand the department as the home of both the Gender Studies and Black Studies programs

Managing the social media platforms and updating the departmental website with events and articles

MARKETING MANAGER, NORTHERN VILLAGE INC – 2021-2023

Developing comprehensive marketing strategies for clients based on social media metrics and SEO website analysis

Managing and deploying the company's communication strategy across email and social media platforms

AUDIENCE DEVELOPMENT MANAGER, NORTHERN VILLAGE INC – 2015-2022

Developing content for video ads, including scripting and directing, and working with artists on narrative development
Managing writers, graphic designers, and external vendors who carried out email campaigns based on my communication strategies
Researching trends and writing articles for the company's blog, email and social media campaigns
Assisting with website development based on current trends in user experience and accessibility

MARKETING CONSULTANT, SELF-EMPLOYED – 2013-PRESENT

Developing and rolling out marketing strategies for clients after completing a comprehensive analysis of social media, Shopify, and Google Analytics statistics
Building a strong brand for clients using Adobe Creative Suite products, and a brand kit to be used across multiple platforms and applications.
Building websites and designing logos based on workshops conducted with companies' staff and stakeholders

Education

Activist Design in Educational Multi-Media, Certificate Program, 2023 Queen's University, Cultural Studies Program – MA, 2012
University of Guelph, Studio Art + Art History – Honours BA, 2008

Skills

Bilingual: French and English
Skilled in the use of the following platforms: Showpass, Spektrix, DotDigital, Wordpress, Drupal7, Squarespace, Wix, Shopify, WooCommerce, Eventbrite, Canva, Adobe Creative Suite, Google Analytics, Semrush, Meta, Klaviyo, Intercom, MailChimp, and ConstantContact

Awards

Social Sciences and Humanities Research Council, 2010

References

Available upon request.