

**Claire Couillard**  
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## Qualifications

- Demonstrated achiever with exceptional knowledge of event planning, public relations, marketing, communications and mass media.
  - Skilled at learning new concepts quickly, completing tasks ahead of schedule, working well under pressure, multi-tasking and communicating ideas clearly and effectively.
  - Thorough computer training, including knowledge of Microsoft Word 2007/2010, Excel 2007/2010, PowerPoint 2007/2010, Microsoft Project 2007, Research Databases, HTML coding and web content management experience including Dreamweaver and CommonSpot, Grant Search Databases (Grants.gov, Spin, Foundations Online), Social Media (Facebook, Twitter, Blogs, LinkedIn)
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## Education

**Master of Science Degree in Information and Communication Technologies** 2011  
*University of Wisconsin-Stout, Menomonie, WI*

**Bachelor of Arts Degree in Mass Communications** 2008  
*University of Wisconsin-Eau Claire, Eau Claire, WI*  
Concentration in public relations, leadership and theatre; graduated magna cum laude with a 3.7 GPA.

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## Professional Experience

**Outreach Specialist- Personal Enrichment Programming, UW-Eau Claire** 2011- Present

- Plan, coordinate and execute community classes for adults in the Chippewa Valley.
- Work with program assistant, marketing, financial, database and registration to ensure programs run successfully.
- Research creative ideas for new and innovative classes that the community will enjoy.
- Manage 10-20 budgets a year for programming, successfully keeping track of all revenue and expenses.
- Network with UW-Eau Claire faculty and staff as well as community members to develop new programming and come up with fresh course ideas.
- Work on building collaborative partnerships in the educational community.
- Write marketing copy for brochure, flyer, website and much more, paying close attention to detail.
- Multitask effectively while working on multiple programs and communicating with a variety of people daily.
- Evaluate programs effectively using participant feedback.
- Coordinate Senior Americans day with roughly 500 participants, exhibitors, sponsors and presenters.

**Events and Volunteer Coordinator, *Wisconsin Public Radio*** *2007-2011*

- Oversaw all large-scale projects, events and programs.
- Planned and directly coordinated 2008 Annual Listeners Dinner and 2010 Prairie Home Companion Overnight Bus Trip.
- Collaborated on Big Top Chautauqua Overnight Bus Trip in 2008, 2009 and 2010 and assisted in Whad'Ya Know? show in 2010.
- Worked with staff, interns, and volunteers to coordinate all aspects of events.
- Created and implemented marketing initiatives for projects and events.
- Wrote weekly news releases for regional programming as well as statewide programming.
- Oversaw a variety of volunteers, from college-age interns to retired individuals.
- Managed the regional website and helped with the statewide Facebook page.
- Worked with local media outlets to handle advertising campaigns.
- Collaborated and contributed to publications including 2009 Annual Report.
- Worked directly with the Senior Regional Manager of this well-known mass media organization.
- Managed day-to-day office functions like answering phones, placing orders, and greeting the public.

**Graduate Assistant in Research Services, *UW-Stout*** *2009- 2011*

- Performed funding searches for available funding using a variety of databases such as; SPIN, Grants.gov and Foundation Online.
- Worked with faculty and students to find funding sources for a wide variety of projects.
- Wrote articles for UW-Stout's research publication, StoutQuest.
- Managed website transition to CommonSpot, carefully editing and moving information into new content management site.

**Administrative Assistant to University Centers, *UW-Eau Claire*** *2008*

- Planned two large scale campus wide events and worked with a group of student to execute events.
- Assisted in management of honor societies and helped with community service initiatives.
- Provided data entry and database management skills while paying close attention to detail.
- Communicated with graphic designers to create new marketing and public relations tools.

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## Work Experience

**Child Care Assistant, *YMCA*** *2006-2009*

**New Freshman Orientation Assistant, *UW-Eau Claire*** *2008*

**Office Assistant, *Componex Corporation*** *2002-2007*

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## Strengths

**Interpersonal:** Hard-working, reliable, organized, detail-oriented, fast learner, articulate writer, skilled presenter, natural leader, excellent communicator.