



Clara Thompson

Graphic Designer

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Providence, RI 

[LinkedIn](#) 

Aspiring graphic designer seeking an entry-level position at RDW Group, eager to contribute my creativity, passion for design, and strong technical skills to support the agency's mission of crafting innovative marketing solutions.

Work Experience

UpWork – Freelance Social Media Manager

2021 - current

Providence, RI

- **Increased a client's Instagram followers by 1.2K** in 3 months through targeted content strategies.
- Achieved a 21% growth in Facebook page likes for another client within 3 weeks through paid ad campaigns.
- Designed visually appealing graphics using Adobe Photoshop and Inkscape, resulting in a 33% increase in client's click-through rate on Pinterest.
- Conducted in-depth audience analysis to improve engagement rates, resulting in an average 15% increase in post engagement.

Projects

eStoryThreads – Content Curator

2022 - current

- Led a project to share personal stories through social media channels, resulting in a 31% increase in user engagement and a **2.7K growth** in followers over six months.
- Utilized QuarkXPress to design visually appealing graphics and layouts for social media posts, increasing click-through rates by 17%.
- Employed GIMP for image enhancement, resulting in a 28% improvement in quality of visual content.
- Managed content calendars, scheduling, and tracking performance metrics, achieving a 12% boost in post reach and a 12% rise in post engagement.

DigitalCommUnity – Admin

2020 - current

- Deployed FontBase to ensure consistent typography across all community assets, enhancing brand identity.
- Used Coolors to create a visually appealing palette, contributing to a cohesive community presence.
- Developed and implemented a member onboarding process, resulting in a **24% increase in new member participation**.
- Collaborated with project lead team to execute community events, resulting in a 34% increase in member engagement.

Education

Hope High School – High School Diploma

2016 - 2020

Providence, RI

Skills

Adobe Photoshop; Inkscape; QuarkXPress; GIMP; FontBase; Coolors