

Clara Freeman (she / her)

Strategy Director

Profile:

- Over 12 years of agency experience in branding, brand strategy, and creative oversight.
- Through research, goal setting, and asking difficult questions I untangle complicated challenges, and help my clients establish a clearer, simpler path forward.

Education:

Bachelor of Journalism, Strategic Communication

Minors in Sociology and Multicultural Studies

University of Missouri-Columbia, May 2010

Skills:

Market Research & Competitive Analysis

Audience Development

Brand Positioning

Brand Development

Naming

Copywriting & Brand Voice

Content Strategy

Creative Oversight

Production Oversight

Product & UX Strategy

Contact:

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Portfolio: itsclara.com

LinkedIn: linkedin.com/in/itsclara

Volunteer:

Chicago Refugee Coalition

Greater Chicago Food Depository

Experience:

Strategy Director, Freelance, 2021-present

- Work closely with clients to establish simple, insightful foundations for company launches and rebrands.
- Revitalize brand messaging and branding; effectively increasing customer engagement, internal efficiency and messaging clarity.

Wondersauce

Director of Strategy, 2021

- Managed a cross-functional team of 10, leading our brand strategy, product and UX strategy, and copy teams.
- Ensured consistency, polish, and efficacy of all deliverables, final products averaging a 5% increase in conversion rate.
- Contributed to the Executive Leadership Committee, focusing on company process, growth and DEI.

Associate Director, Brand Strategy, 2020

- Pioneered and developed the strategy practice at Wondersauce, building a high-performing team.
- Improved team efficiency and reduced time from contract to presentation by two months.

Senior Brand Strategist, 2017 – 2020

- Utilized market research, interviews, and culture signals to form insights and create actionable brand strategies that delivered on client goals.
- Oversaw strategy implementation across departments, including product, UX, design, copy, production, and marketing.

Art Director, 2016-2017

- Leveraged 7 years of design experience to guide creative processes.
- Developed strategic and visually appealing branding, packaging, and campaigns.

The O Group

Branding Designer, 2015-2016

- Created brands, directed photo shoots, and designed packaging for luxury industries, including jewelry, fashion, wine, and hospitality.