

Brianna Claggett

Senior Communications Manager

Contact

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Education

University of Oregon • Journalism & Business Administration

2023 Beach Naturalist Volunteer

First year with the Seattle Aquarium's Beach Naturalist Program. Volunteers learn about the creatures, tides, and plants of Seattle-area beaches and create connections with community members by sharing stories and fostering empathy for life in the intertidal zone.

Senior Communications Manager

EarthCorps

Seattle, Washington, USA
August 2022 - Current

Support communications around the rollout of a new mission and vision focused on equity and environmental justice. Plan and strategize quarterly and yearly campaigns that align with and support the three-year strategic plan. Collaborate across teams to shape stories that drive engagement and retention. Support relationships with corporate partners and manage joint communications with community partners. Support and plan in-person and virtual community and fundraising events.

- Develop and foster relationships with local journalists - resulting in EarthCorps' first feature story in the Seattle Times.
- Ideate and implement digital communications for campaigns - which led to 2023's end-of-year campaign exceeding the financial target by 33%
- Manage and hold budgets for marketing and communications, vendors, and contractors.

Communications Coordinator

ISF Cambodia

Phnom Penh, Cambodia
April 2021 - June 2022

Planned, developed, and implemented all communication strategies. Managed the organization's social media and created engaging marketing and communications materials that fostered new supporters and retention. Pitched and wrote all external communications, including press releases, articles, and emails. Produced high-quality reports and presentations and worked with key partners and stakeholders on global and international campaigns.

- Designed and executed the NGO's most successful online fundraising campaign, raising over US\$30,000 in one month.
- Developed an online presence - increasing social reach by 760% from the previous year.
- Supported external communications with key stakeholders by pitching and writing articles and updates that led to email opens steadily increasing from 25% to 47% over eight months.

AmeriCorps VISTA

Mercy Corps Northwest

Portland, Oregon, USA
October 2020 - March 2021

Supported the organization's global accountability and safeguarding policy rollout. Edited the country's SOP, created training materials, oversaw compliance, and onboarded staff.

- Supported a policy rollout in three months.
- Conducted community engagement and operationalized three context-appropriate channels for community feedback.
- Trained 24 team members on the rollout of the new policy.

AmeriCorps VISTA

Stone Soup PDX

Portland, Oregon, USA
March 2020 - October 2020

Restructured the nonprofit's volunteer program to focus on COVID support and life-skill mentorship. Organized the Salesforce NPSP database to identify donors and communicate with volunteers.

- Managed 17 volunteers who supported the meal distribution for approximately 500 unhoused Portlanders.
- Advanced 21 local partnerships through marketing strategies.
- Developed guidelines that increased volunteer retention from 50% to 85%.

Mid-Level Designer

Noble House Hotels & Resorts

Seattle, Washington, USA
January 2016 - January 2020

Mastered and utilized the Adobe Suite to strategize, conceptualize, and design both print and digital pieces for the company's portfolio. Creatively implemented brand standards and managed relationships with clients and key stakeholders.

- Managed the relationship and designed all collateral for 20 unique clients.
- Conceptualized, pitched, and designed the rebrand of four commercial properties.
- Managed the yearly timeline and completed over 1,000 unique projects in one calendar year.