



Content designer with 10 years of experience in editorial and strategy roles. Passionate about creating a quality user experience through content that is well written, expertly organized, and purposefully designed.

ADMINISTRATION FOR CHILDREN AND FAMILIES (HHS) Develop and execute content strategies for programs and agency initiatives, and lead cross-functional teams to design and execute digital products and services.

**DIGITAL CONTENT SPECIALIST,
OFFICE OF COMMUNICATIONS (2016 -)**

- Migrate client office websites to responsive design on Drupal: recraft information architecture, update taxonomies, rewrite content to enhance plain language and improve interaction through mobile, and perform user interviews and testing throughout the process.
- Develop internal processes and procedures, including an audit and update of standard operating procedures for the Office of Communications.
- Edit content for the agency-wide blog and manage social media program.
- Train staff across the department and agency in plain language and best practices for digital communications.
- Planned, launched, and continues to maintain the Digital Toolbox, a centralized source for guidance around digital communications for staff and contractors (acf.hhs.gov/digital-toolbox).

**TAXPAYER ADVOCATE SERVICE (IRS)
MANAGEMENT & PROGRAM ANALYST (2014 - 2016)**

**ASSISTANT TO THE DIRECTOR,
COMMUNICATIONS & LIAISON (2012 - 2014)**

Focused on usability, information architecture, content development, and design. Led web projects, including complete visual, information architecture, and content redesign of the public-facing site (taxpayeradvocate.irs.gov), including developing processes for content production and vetting, working with cross-functional teams, and iterative development testing. Managed print and digital design for major initiatives including the Taxpayer Bill of Rights. Led strategy development for internal and external communication and developed internal processes for content production and editorial oversight.

**THE TEXTILE MUSEUM
COMMUNICATIONS & SOCIAL MEDIA ASSOCIATE
(2011 - 2012)**

One of a two-person Communications and Marketing team, managing all print and digital materials, as well as relations with the press and public. Managed the editorial, design and production of the quarterly Members' Magazine and companion print calendar. Produced print and digital materials supporting museum programming. Managed website, social media, and email communications with 17,000 contacts. Developed and ran a blog to document the survey of the collection and its subsequent move.

**WASHINGTON NATIONAL OPERA
COMMUNICATIONS COORDINATOR (2009 - 2011)**

Wrote and edited materials for the marketing and development departments. Copy edited and coordinated the production of *Playbill*. Managed the editorial calendar including contracting freelance writers, and creating content for print and digital platforms.

**COOKTHINK.COM
MANAGING EDITOR (2007 - 2008)**

Worked on development, architecture, and design of the site with a small team of contracted developers. Managed projects, monitored traffic and SEO, and produced site content including recipes, blog posts, and weekly newsletter.

**NATIONAL PUBLIC RADIO
INTERN / EDITORIAL ASSISTANT / WRITER
(2006 - 2007)**

Worked with Performance Today, NPR's flagship classical music program, writing and researching scripts for national broadcast. Subsequently produced freelance pieces for NPR and NPR.org.

FREELANCE WRITER, EDITOR, DESIGNER

Reporting, reviews, opinion, for national online and print publications. Content and copy editing for testing materials to fiction. Design and branding for small companies and large events. Portfolio at clairemarieb.com.

EDUCATION ACTIVITIES AND AWARDS

Master of Arts, Music Criticism
McMaster University • Hamilton, Ontario
Bachelor of Music, Violin Performance
Indiana University • Bloomington, IN

Board Member, AIGA DC (2017 -)
HHS Ignite Innovation Program (2017)
ACF Leaders Program (2017)
Commissioner Award, IRS Taxpayer Bill of Rights (2015)