

CLAUDIA BAILEY

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TRINITY COLLEGE DUBLIN | Dublin, Ireland

MSc in Smart and Sustainable Cities

AMERICAN UNIVERSITY | Washington, D.C.

B.A. Public Relations and Strategic Communication | Minor in Environmental Studies

TECHNOLOGY AND ENGAGEMENT MANAGER

Smart Docklands | Dublin, Ireland | November 2022 - Present

- Smart Docklands is a smart city district collaboration between Dublin City Council and CONNECT, the Research Ireland Centre for Future Networks and Communications, headquartered at Trinity College Dublin
- Developing and delivering learning content on smart city technology, digital rights, and artificial intelligence for local authority staffers.
- Representing the City of Dublin on the Coordination Team for the Cities Coalition for Digital Rights (CC4DR)

RESEARCH INTERN

Smart Dublin | Dublin, Ireland | January 2022 - March 2022

- Researched Smart Mobility Hub implementation at Smart Dublin
- Focused research on employee and community accessibility for the Smart Mobility Hub
- Wrote and presented team report on the Smart Mobility Hub

DIGITAL MEDIA CONSULTANT

Society for Financial Education & Professional Development, Inc. | Alexandria, VA | September 2016 - August 2021 ➤

Recommended to SFE&PD Founder and President, a financial literacy leader, to record a PSA about the importance of getting the Covid-19 vaccine. Produced the video and wrote the script in March 2021, which received over 600 views on LinkedIn and received accolades from the financial community and government organizations.

- Planned social media strategies for February Financial Literacy Summit 2021, attended by over 200 Historically Black College and University (HBCU) college students and education professionals on Zoom.
- Designed and wrote educational infographics, Powerpoint presentations, and social media content. Designed COVID-19 infographic with 10,000+ hits on social media, including publication on the N.C. Hispanic Chamber of Commerce website. ➤
- Produced videos and copyedited press releases for SFE&PD's Annual Conference and 20th Anniversary Gala in 2018. ➤
- Produced SFE&PD's 2016 Annual Leadership Conference Promotional Video.

STORE MANAGER

Georgetown Cupcake | Bethesda, MD | November 2018 - July 2020

- Managed all Front of House operations in a fast-paced work environment, handled customer correspondence via phone, email, and in-person communication regarding corporate events, weddings, and other special occasions. ➤ Promoted and represented Georgetown Cupcake at industry events, including Embassy events, charity galas, and Taste of Bethesda.
- Conducted interviews for potential hires and oversaw the hiring/on-boarding and training of new employees to train them in providing the highest quality of service to customers.
- Created the weekly Front of House employee schedule and handled all scheduling inquiries.
- Managed the daily ingredient and supply inventory to maintain proper quality standards.
- Responsible for daily cash deposits and prepared monthly expense reports.

FLOOR SUPERVISOR

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Georgetown Cupcake | Bethesda, MD | July 2018 - November 2018

- Supervised all Front of House operations, including delegating tasks to employees and creating custom orders with customers.

FRONT COUNTER ASSOCIATE

Georgetown Cupcake | Bethesda, MD | November 2015 - July 2018

- Operated the cash register and efficiently handled a high volume of transactions

DIGITAL MEDIA INTERN

The Hatcher Group | Bethesda, MD | July 2018 - August 2018

- Wrote and scheduled social media posts on Twitter, Facebook, and LinkedIn for digital public relations campaigns.
- Researched and updated yearly data for social justice campaign – Spotlight on Poverty.

UNIVERSITY COLLEGE PROGRAM PEER MENTOR

American University | Washington, D.C. | August 2017 - December 2017

- Planned and executed off-campus field trips for a class studying local environmental pollution.
- Prepared weekly tutorials to assist students with the learning material

PUBLIC RELATIONS INTERN

North Carolina Museum of Natural Sciences | Raleigh, NC | June 2017 - August 2017

- Conducted weekly waste audits and wrote a strategic proposal of a redesigned building-wide waste management system for the museum.
- Pitched local businesses to gather donations for Museum Fundraiser.

AWARDS

Trinity College Dublin | E3 Balanced Solutions for a Better World Scholarship | 2021-2022

American University | School of Communication Dean's List | Fall 2017 & Fall 2018

American University | Kogod School of Business | 1st Place, "Big Idea" Competition | Fall 2015

LEADERSHIP AND VOLUNTEER ROLES

Class Representative | Trinity College Dublin | 2021-2022

- Elected Class Representative for the MSc Smart and Sustainable Cities program.

Spokesperson | Trinity College Dublin | October 2021

- Selected by MSc Smart and Sustainable course director to be interviewed and filmed in a promotional video for the program.

Volunteer | Vote Forward | Fall 2020

- Vote Forward is a non-profit that has volunteers mail physical letters to registered voters to increase overall voter turnout in elections. I wrote and mailed over 100 letters to increase voter turnout in North Carolina.

President | American University Zero Waste Club | 2017 - 2018

- Created and implemented sustainability initiatives on campus including an in-dorm composting program, yearly dorm supplies recycling drive, and peer-to-peer education seminars.