

Clara R. Beach

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EDUCATION

Miami University, Farmer School of Business | Oxford, OH May 2027

Bachelors of Science in Business | Marketing, Emerging Technology in Business and Design

- Ohio Governor's Scholarship and Redhawk Excellence Scholarship Recipient
- Business Honors Student

Ottawa-Glandorf High School | Ottawa, OH May 2023

GPA: 4.0 Unweighted

- Earned Academic Honor, Career Technical, STEM, Arts, and Social Science and Civic Engagement Honor Diplomas

RELEVANT EXPERIENCE

Marketing Manager January 2021 - Current

In-Accord Technologies | Jasper, IN

- Led design projects to enhance user experience, collaborating with teams to improve navigation and visual appeal
- Developed social media strategies, creating multimedia posts to boost audience engagement
- Conducted market research to identify trends and customer preferences, informing strategic decisions and improving campaign effectiveness

Marketing & Economic Development Intern June 2025 - August 2025

Putnam County Community Improvement Corporation | Ottawa, OH

- Partnered with local business owners and community leaders to drive economic growth and foster sustainable partnerships
- Led marketing campaigns, including Google Ads, to boost visibility, engagement, and event participation
- Founded a youth entrepreneurship group, empowering emerging local leaders to innovate and succeed in local community
- Enhanced PCCIC's digital presence through UX/UI improvements, improving website usability and stakeholder engagement

PROJECT EXPERIENCE

Abbott Pedalyte Client Marketing Project January - April 2025

MKT 315: Developing Consumer Insights | Oxford, OH

- Researched and analyzed an underused target market for Pedalyte, uncovering new growth opportunities
- Co-developed a strategy to boost product relevance and brand visibility, backed by financial projections
- Turned research into marketing recommendations aligned with Pedalyte's strengths and business goals
- Selected as a finalist team for delivering an impactful proposal that demonstrated strategic clarity and strong alignment

University Tees Consulting Project September - December 2023

Pi Sigma Epsilon | Oxford, OH

- Collaborated with a team to produce a 40-slide proposal, showcasing a creative marketing approach to boost brand awareness
- Conducted comprehensive primary and secondary research for a tailored, research-driven marketing proposal
- Selected as a finalist for a creative yet viable marketing plan with strong brand alignment and execution potential

LEADERSHIP

Founder, Co-President May 2024 - Current

The Side Hustle Club | Oxford, OH

- Organized 40+ events and workshops with founders, creators, and professionals, providing mentorship and real-world insights to 90+ student participants across Miami University, 90% of whom launched or manage startups
- Grew club membership by 40+ students over two semesters, increasing active engagement by 35%
- Directed club operations and strategic initiatives, expanding partnerships with College@Elm, Cintrifuse, and other organizations

Entrepreneurship and Creative Thinking Undergraduate Assistant January - December 2024

Farmer School of Business Entrepreneurship Department | Oxford, OH

- Facilitated 10+ class workshops mentoring 30+ students in business innovation and creative problem-solving
- Led student discussions, aided project management, and coordinated office hours to support program operations

Director of Market Research November 2023 - November 2024

Pi Sigma Epsilon | Oxford, OH

- Collaborated seamlessly with the VP of Marketing in project acquisition and follow-up, maximizing the chapter's efficiency
- Acquired diverse projects by reaching out to potential clients and effectively showcasing the chapter's capabilities

PROFICIENT SKILLS

Python | SQL | HTML & CSS | JavaScript | Microsoft Suite | Canva | Adobe Creative Suite | Google Ads