

CLAIR WHITMER

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LinkedIn: [clairwhit](#) Portfolio: [Whitmer.Info](#)

Strategic and economic development consultant passionate about helping cities apply design thinking and strategic doing to problems of economic innovation and inclusion. I am an innovative systems thinker committed to data-driven decision-making and building results-focused teams. After 20 years as a product and operations executive for major Silicon Valley brands, I found my mission helping cities develop their small business ecosystems in pursuit of inclusive prosperity and closing the racial wealth gap. Serving as a FUSE Corps Executive Fellow during the COVID-19 shut-downs and reopening provided a once-in-a-lifetime opportunity to drive recovery after a historic economic shock.

KEY ACCOMPLISHMENTS:

- Wrote a successful grant proposal for the National League of Cities Equitable Economic Mobility Initiative; the City of Fresno is one of eight recipients in the country in 2021
- In Fresno, led 2020 deployment team of nearly \$5 million in CARES Act funding through Save Our Small Businesses working capital grants as well as \$500,000 for the Save Our Non-Profits grant program
- Launched the first Kiva Hub in Fresno in partnership with the Fresno Metro Black Chamber of Commerce, sponsored by the National League of Cities Innovation Ecosystems program
- Launched the [Opportunity Fresno](#) prospectus for 47 Opportunity Zones

PROVEN SKILLS

FINANCIAL MANAGEMENT

- Successful experience with federal and philanthropic grant sources, application and match process and reporting
- Experience pitching investment opportunities to venture funds, philanthropic non-profits and Corporate & Social Responsibility managers
- Budget creation, P&L responsibility

DATA AND DIGITAL

- Gathering, analyzing and telling stories with the complete matrix of economic development and financial success KPIs
- Hands-on experience with GIS data visualization platforms
- User journeys and user/technical requirements for digital tools
- Email database and social audience acquisition

LEADERSHIP

- Strategic development & execution on delivery of objectives & milestones
- Recruiting & building cross-functional, results-focused teams
- Culture & workflow change management
- Extensive international experience; fluent in French

CONTENT CREATION

Full spectrum communications: digital product development, thought leadership & advocacy, case studies, press releases, newsletters, marketing & advertising copy, email marketing, social media, storyboarding & script writing, decks, experienced public speaker

EXPERIENCE

FUSE CORPS EXECUTIVE FELLOW

Sept 2019-Oct 2021

First-year project description:

Second-year project description:

Led the effort to develop the 2021 economic development strategy for Mayor Jerry Dyer's first-year including proposals for four priority program areas: Business Expansion & Neighborhood Development, Downtown Revitalization, Business Startup Support and Business Attractions & Diversification.

- Nominating partner for the Inner City Capital Connections Northern California cohort
- Panelist at the 2020 ICMA (International City/County Management Association) Regional Conference
- Participant in Aberkyn Leadership Development coaching, a specialized arm of McKinsey focused on mindset and behavioral change serving organizations

CONSULTANT

Fresno

Launching an Opportunity Zone in Fresno

Building a Template for Inclusive Economic Development

- Grew email database from 0 to 3,600+ in six months and launched independent social media channel for economic development team focusing on “Fresno Business Success Stories”

UPBAY LLC DBA UPBAY EXPRESS

CHIEF EXECUTIVE OFFICER

January 2020-Present

Vallejo

[Last-mile delivery service company](#), local employer of 70+ team of delivery drivers and managers

MAKER MEDIA

HEAD OF CONSUMER EXPERIENCE

Jun 2014-Apr 2019

San Francisco

Make: combines print and online content, events and e-commerce in support of the Maker Movement, a tech-influenced DIY community. I managed a cross-functional team of 15-20 across engineering, event management, content development and marketing and championed a strategy focused on professional development for makers.

- At Make:, launched an online portfolio and online learning platform as part of a \$3M strategic partnership with Intel, posting \$300K net income in first year
- Led Make:’s digital growth strategy resulting in 62% YOY user account growth in 2018; a 25% YOY increase in total email file size in 2018; and the creation of new earned revenue channels through a monetized membership program and a blended-learning SaaS platform
- Pitched investment opportunity resulting in three Letters of Intent from outside investors and 2019 asset purchase by founder
- Executed multi-year transition from house of brands to a branded family
- Responsible for full-time & seasonal event production crews in 2018; managed a \$2M production budget including \$285K marketing & media buy and \$280K programming spends
- Supervised successful pilot program for paid workshops at Maker Faire New York 2018
- Presented at Maker Faire New York 2018 and Maker Faire Bay Area 2019

SLASHDOT MEDIA FOR DICE HOLDINGS

SENIOR DIRECTOR, MEDIA OPERATIONS

Nov 2012-Mar 2014

San Francisco

Managed a \$3.5M budget and led a team of 12 across product development, ad-ops and marketing.

- Supported annual delivery of \$16 million in advertising and sponsored content, growing programmatic revenue by 6% to \$40K+ per month

DICE.COM FOR DICE HOLDINGS

DIRECTOR, USER INTERFACE & CONTENT STRATEGY

Jan 2011-Nov 2012

San Francisco

The leading career site for technology professionals, Dice at that time delivered 50m+ monthly page views, 11K searches per month and 60-90k job applies per month.

OVERSEAS VOTE FOUNDATION

DIRECTOR OF VOTER OUTREACH

May 2009-Dec 2010

Nantes, France

A nonpartisan nonprofit, Overseas Vote Foundation provides easy-to-use online tools and services for 6M+ U.S. voters living overseas. Ran voter outreach campaign during 2010 midterm election.

- Secured and managed grants by Carnegie Corp. (\$50K) and The Pew Center on the States (\$110K)
- Organized Overseas and Military Voting Summit

WHITMER.INFO SERVICES

FREELANCE EDITOR/CONSULTANT

2000-2011

Nantes, France

Wrote the “US Guys” column for monthly newspaper *French News* for 4 years. Served as France Editor for Expatica, then operating in 5 European countries with an audience of 6 million unique visitors annually.

CNET NETWORKS

EDITORIAL MANAGER

1996-2000

San Francisco

EDUCATION

Certificate of French language, *avec mention bien*

Université Paris-Sorbonne

B.A. Political Science, summa cum laude

San Francisco State University