

# Claire Jung

Recent Work Samples

# Sophia Learning

Agency: Porter Novelli

Role: AD

Team: Sam Hardy (CD), Kelly Day (AD)

Sophia Learning partners directly with colleges and universities to offer students free and low-cost online college credit courses.

We developed a microsite activation that helps high schoolers understand that—when it comes to your future—it's okay not to know.

The microsite guides teens and parents through real conversations about college concerns and provides a downloadable guide to help them have discussions of their own.

Live site: [realstoriesrealtalk.sophia.org](https://realstoriesrealtalk.sophia.org)



# CMS OE 2025

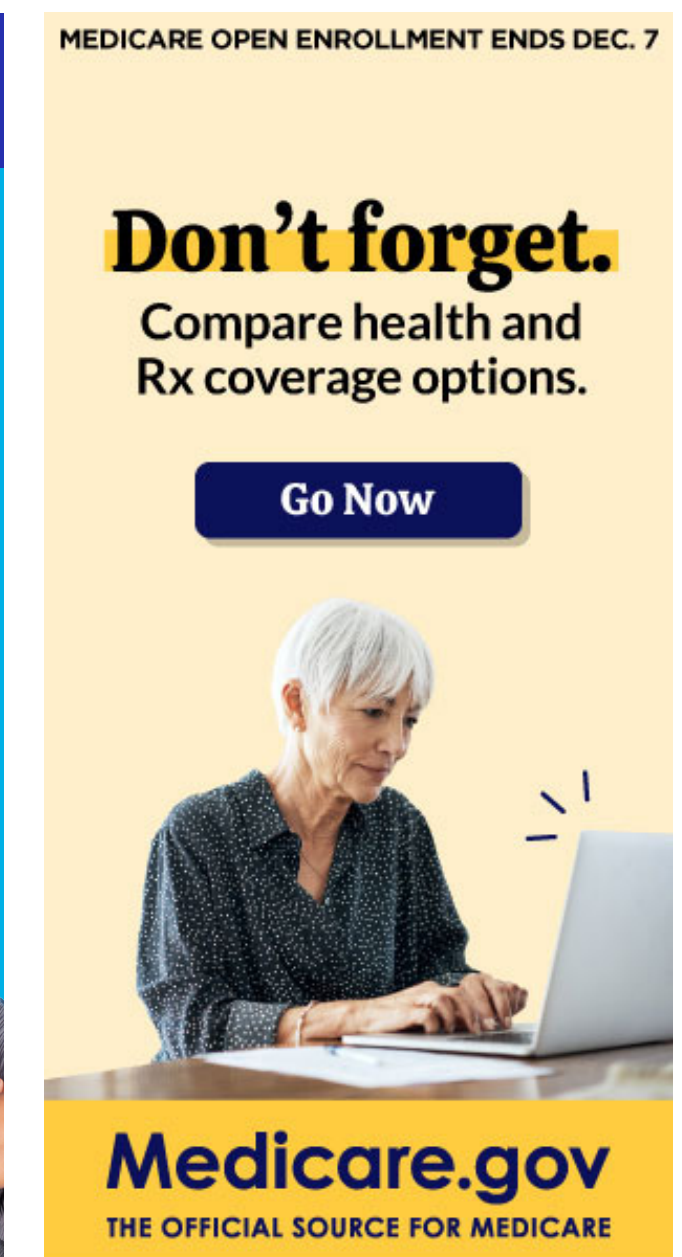
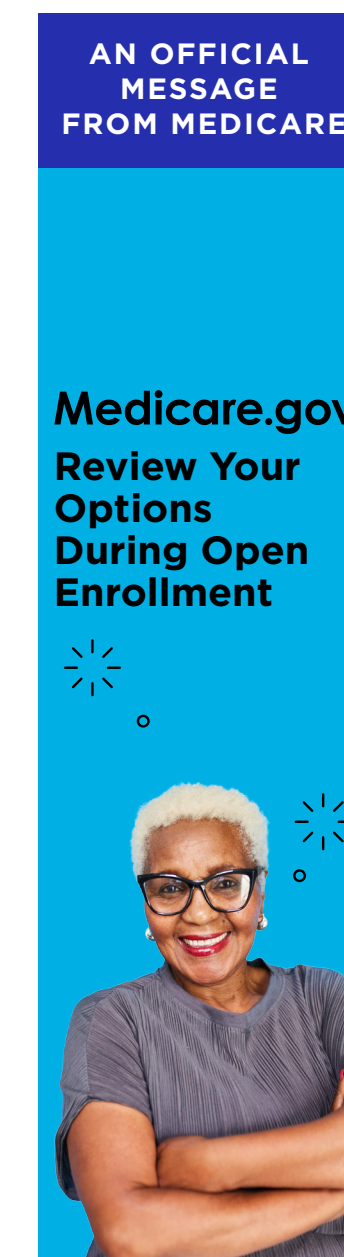
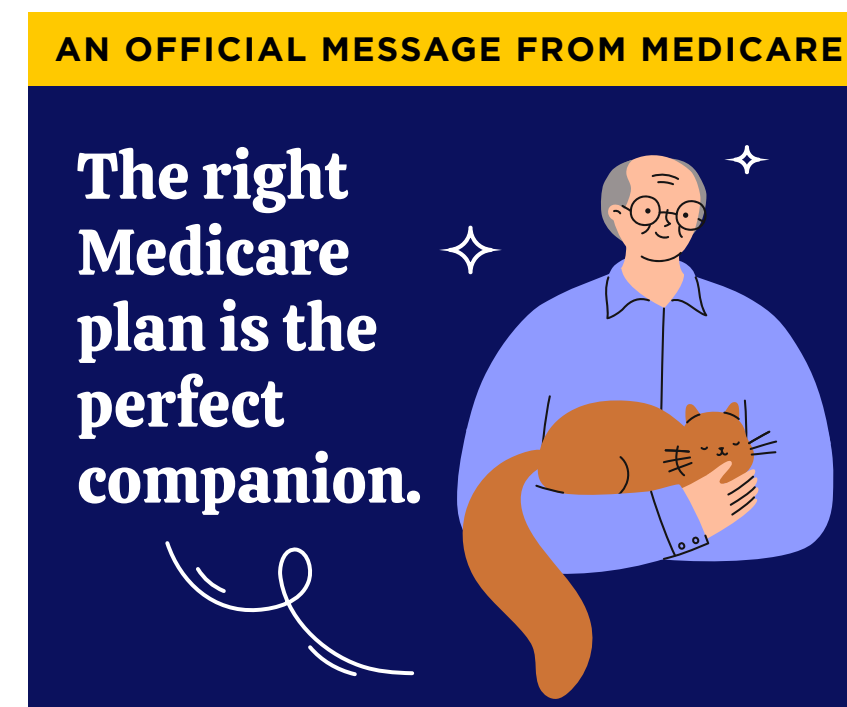
Agency: Porter Novelli

Role: AD

Team: Hollie Ontrop (CD), Bret Gunter (CW),  
Nani Suzuki (AD)

Centers for Medicare & Medicaid Services (CMS) launches an Open Enrollment campaign every October to educate beneficiaries of the importance of reviewing upcoming year options and how they can compare health and drug plans to pick the best one for them.

In 2025, we continued the well-established “review and compare prescription drug and health options” messaging with fresh visuals and new emphasis on “healthy living” messages. The creative focuses on developing digital assets that run in search, display, demand gen, and social.



*Each banner concept runs in 7 different sizes. This is a sample of static banners and stills from animated banner concepts.*

# USDA WIC

Agency: Porter Novelli

Role: AD

Team: Hollie Ontrop (CD), Ryan Raulie (CD), Bret Gunter (CW), Nani Suzuki (AD)

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) supports the health of pregnant, newly postpartum, and breastfeeding women, and their infants and children who meet income requirements and are at nutritional risk by providing free healthy foods to supplement diets, information on healthy eating, breastfeeding promotion and support, and referrals to health care.

We developed and launched an integrated, multifaceted campaign that includes a brand; logo; brand assets like typography and branding guidelines; a Campaign name; a Campaign platform; creative assets for paid, earned, owned, influencer, and social media; partner activities; stakeholder engagement; and support for and collaboration with State and local agencies.

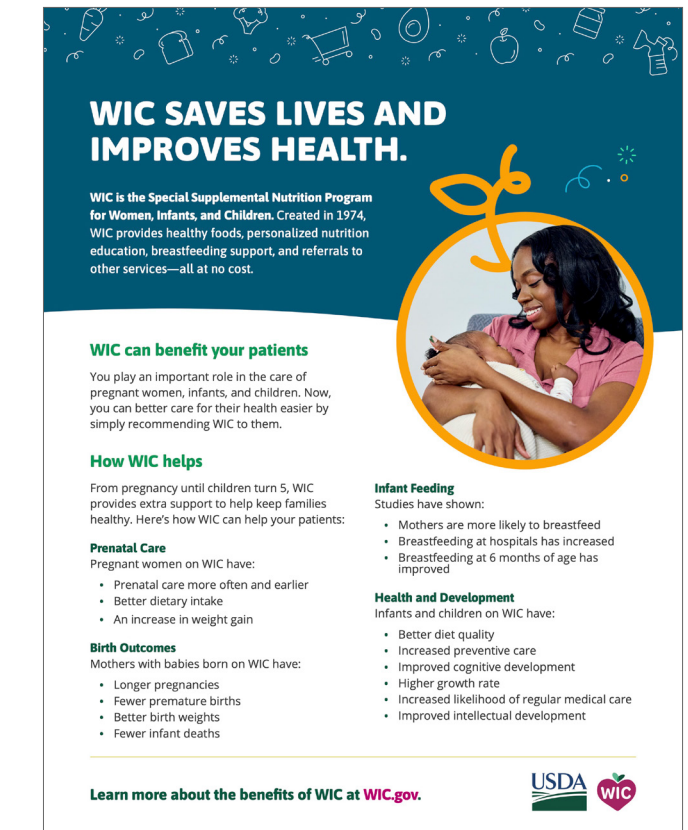


Lockup with WIC and USDA Logos

The By Your Side Pregnancy to 5 campaign theme art represents WIC's strong presence in the life of families until their children turn 5. The design is playful and sophisticated. Elements of the WIC logo are pulled into the theme art, including the WIC magenta and the leaf, which helps create a cohesive look.



Social Assets



Fact Sheet

# PetSmart (WIP)

Agency: Porter Novelli

Role: AD

Team: Sam Hardy (CD)

Chewy is seen as the doorstep default for Autoship services, and PetSmart struggles with the brand awareness of their own services.

To get the word out that the same pet store that does Anything For Pets— autoships too, PetSmart invites the public to ‘break up’ with their blue box (Chewy) on National Break Up Day (Feb. 21).

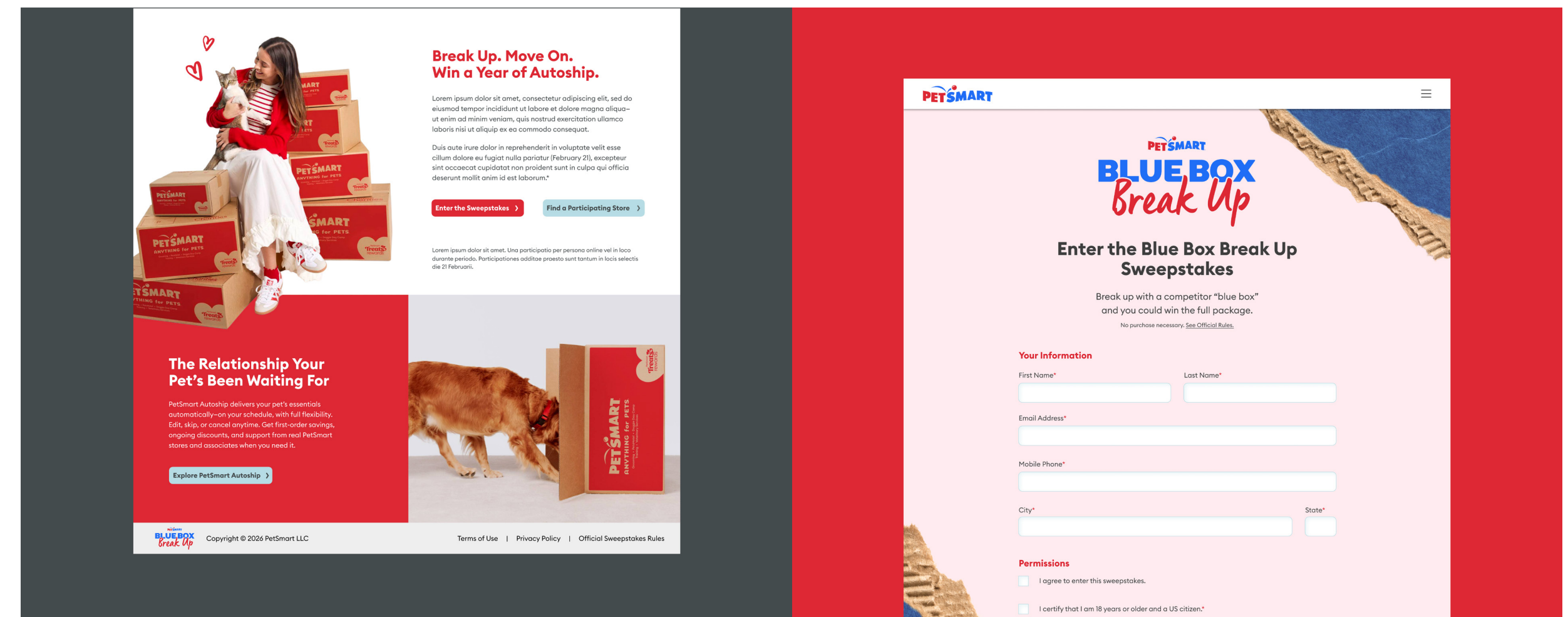
Participants can trade-in their blue box for a chance to win a sweepstakes. The microsite activation serves as the educational hub for the campaign and PetSmart’s autoship service, as well as the sign up location.

This project is still in development.



# BLUE BOX Break Up

*Proposed campaign logo*



*V1 sample of frontend design*

# T-Mobile

Agency: Porter Novelli

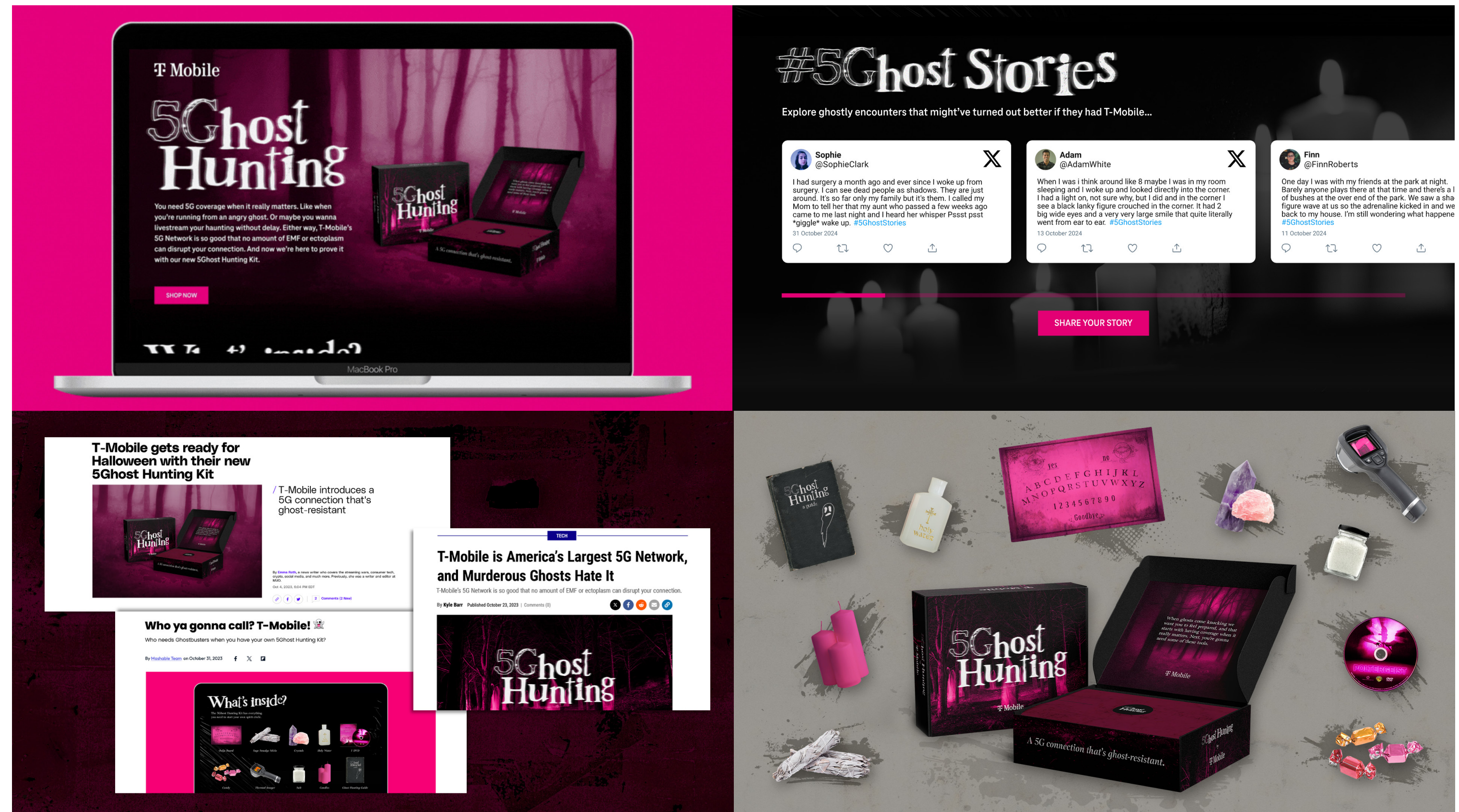
Role: CD/AD

Team: Jackie Hahn (AD/Mentor)

I developed “5Ghost Hunting” as an intern case study for T-Mobile. The activation focuses on the reliability of T-Mobile’s 5G coverage. The main component is the media mailer, which includes everything you need to summon a ghost but also defend yourself. I designed a microsite for ordering the media mailer and seeing what’s inside, which also connects to the social aspect of this activation: #5GhostStories, to encourage people to share their paranormal experiences.

The PR campaign also includes an outline for more in-person and digital experiences, influencer integrations, and news moment milestones.

Full deck can be presented upon request.



# Thank you!

## Contact

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