

Claire Gibbons  
Director of Marketing Communications  
Charleston Regional Development Alliance



Claire Gibbons is the director of marketing communications for the Charleston Regional Development Alliance. The CRDA is the economic development organization for our three-county region and it focuses on global competitiveness, business development and engaging local leaders.

She has extensive experience counseling executives and public officials on spokesperson and presentation skills, message development and delivery, organizational development, litigation training, and crisis communication strategies. Claire is a former executive communications advisor for leading public relations agencies in Washington, D.C., Los Angeles, and Charleston, S.C. Her strategic campaigns for the Charleston Animal Society and MeadWestvaco garnered two PRSA Silver Anvils and a SC PRSA Mercury Award in 2009.

Claire holds a M.A. in political management and media from George Washington University and earned her B.A. in political science and psychology from the University of North Carolina at Chapel Hill.