

# JESSICA CLAIRE

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## WEBSITE, PORTFOLIO, PROFILES

- <https://www.womenwebdesign.com/>
- <https://sites.google.com/view/arcatastudentcommunityresource/main>
- <https://sites.google.com/view/arcatadowntown/welcome-to-arcata>

## PROFESSIONAL SUMMARY

Inventive Designer with specialties in business and web management. Personable and organized with over 10 years of experience creating unique marketing plans.

To seek and maintain a full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills.

Hardworking and eager to be a mentor to our downtown business community.

## ACCOMPLISHMENTS

- Founding Member of Equity Arcata
- Achieved equity plans through effective groups and community outreach. Bridging a gap between the community and the Students attending HSU.
- Board member of Arcata Main St.
- Business Owner
- Founding member and Vice President of Arcata American Legion Auxiliary. Unit #274

## SKILLS

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| <ul style="list-style-type: none"><li>• Reliable and Respectful</li><li>• Tech-savvy</li><li>• Adobe Design Cloud, Creative Suite</li><li>• Creative design layouts and presentations</li><li>• Teamwork skills</li><li>• Multitasking abilities</li><li>• Flexible &amp; Adaptable</li></ul> | <ul style="list-style-type: none"><li>• Analytical skills</li><li>• Professional language in communication</li><li>• Quickbooks</li><li>• Valid License</li><li>• Microsoft office</li><li>• Equity Leader</li></ul> |
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## WORK HISTORY

### Designer, 01/2021 - Current

Ariens – Oshkosh, WI

- Obtained approval of concepts by submitting rough drafts to management or to client.
- Delivered production ready graphics in HTML and CSS for all marketing assets.
- Planned project concepts by researching and studying information.
- Gathered and bought materials needed to successfully complete projects.
- Created over 100 visual concepts either by hand or with assistance of computer programs..
- Maintained design knowledge by attending various workshops, professional society gatherings, and meetings.
- Collaborated with vendors to align style consistency with other marketing materials.
- Improved operations through consistent hard work and dedication.
- Monitored company inventory to keep stock levels and databases updated.
- Developed and implemented performance improvement strategies and plans to promote continuous improvement.
- Analyzed data to identify opportunities for improvement.

### Web Developer, 06/2020 - Current

Abbott Laboratories – Shrewsbury, MA

- Provided front-end website development using Wix, Shopify, Square and other editing software
- Determined coding requirements for site creation, e-commerce capability, security and specialized scripts.
- Developed functional digital design concepts across various platforms to strengthen company brand and identity.
- Embedded media into sites using reliable, streamlined protocols and technologies.
- Implemented website maintenance, content management, updates and security resource tutorials to assist end-user training.
- Multi-tasked across multiple functions and roles to generate project results and meet deadlines and organizational expectations.
- Implemented Google-based SEO and ad campaigns to meet budget specifications.
- Converted graphic designs to usable web images using Adobe Photo Shop.
- Employed search engine optimization tactics to increase reach of targeted audience.
- Built and styled new mobile-friendly websites, transitioning legacy presentations to simultaneous easy-to-use versions.

### Manager, 05/2020 - 04/2021

Optivest Properties – Indio, CA

- Controlled costs and optimized spending via restructuring of budgets for labor, capital assets, inventory purchasing and technology upgrades.
- Expanded cross-functional organizational capacity by collaborating across departments on priorities, functions and common goals.
- Approved regular payroll submissions for employees.
- Accomplished multiple tasks within established timeframes.
- Raised performance in areas of sales, management and operations by identifying and targeting areas in need of improvement.
- Developed and maintained relationships with customers and suppliers through account development.
- Delivered feedback to decision-makers regarding employee performance and training needs.
- Directed staff and managed annual capital budget.
- Prepared and recommended long-range plans for development of department personnel.
- Applied performance data to evaluate and improve operations, target current business conditions and forecast needs.
- Improved operational planning and business frameworks to enhance resource utilization and reduce waste.
- Evaluated report data to proactively adjust and enhance operations.
- Cross-trained existing employees to maximize team agility and performance.
- Adjusted job assignments and schedules to keep pace with dynamic business needs, factoring in processes, employee knowledge and customer demands.
- Maximized performance by monitoring daily activities and mentoring team members.
- Applied customer feedback to develop process improvements and support long-term business needs.
- Onboarded new employees with training and new hire documentation.
- Maximized productivity by keeping detailed records of daily progress and identifying and rectifying areas for improvement.
- Evaluated employees' strengths and assigned tasks based upon experience and training.
- Execute Shipping orders of local fresh seafood.
- Marketing, website creation, e mail management.
- Effectively managed bar and restaurant.
- Handled all office duties and owners personal duties.

### Business Owner/Operator, 10/2013 - 10/2019

PastaLuego – City, STATE

- Devised and deployed sales and marketing tactics to drive strategic growth and support achievement of revenue goals.
- Put together realistic budgets based upon costs and fees for successfully operating business.
- Served as primary point-of-contact with suppliers and contractors to achieve inventory expectations.
- Served as principal stakeholder over organization's complete operations.
- Oversaw end-to-end business processes to maintain proficiency and profitability.
- Used print strategies such as newspaper ads, business catalogs and marketing brochures to bring in and capture new customer business.
- Reconciled daily sales, returns and financial reports in QuickBooks.
- Capitalized on social media platforms to increase market awareness and recruit sales.
- Learned and remained updated on statutory requirements and regulations.
- Conducted target market research to scope out industry competition and identify advantageous trends.
- Input income and expense details into database to track business finances and address variances.
- Built and deployed operational procedures, training programs and administrative systems to handle needs.
- Devised processes to boost long-term business success and increase profit levels.
- Optimized team hiring, training and performance.
- Remained up-to-date on current trends and attended industry trade shows and markets to view and order inventory.
- Enhanced product awareness by taking pictures of new and available product offerings and posting to company's website and media accounts.
- Studied market to determine optimal pricing of goods and services and to capitalize on emerging opportunities.
- Oversaw business budget planning and administration, accounting functions, purchasing and bi-weekly payroll to handle financial needs.
- Maintained updated knowledge of regulatory changes to adjust business operations accordingly.

## EDUCATION

### Associate of Science: Business And Managerial Economics

Clatsop Community College - Astoria, OR

- Dean's List

### High School Diploma: 06/1996

Warrenton High School - Warrenton, OR