

JESSICA CLAIRE

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PROFESSIONAL SUMMARY

Seasoned Digital Marketer with 3+ years success in creating on-brand marketing content for existing and new social media platforms. Accomplished in evaluating analytics and marketing campaign results to adjust strategies and achieveClaire goals. Proficient in social media monitoring and management tools. New graduate with degree in Mechanical, excited to launch career as Data Analyst. Expert in managing profiles on social media platforms like Facebook, Twitter, and Instagram. Successful in expanding online presence through personalized interactions with followers. Ambitious AdClairertising Addict bringing more than 5+ years of experience in Paid Ads. Quick to learn and implement new technologies into online marketing strategies. Talented Digital Marketing professional with well-organized and data-driven approach to prospecting leads, developing strategies and improving ROI. Proficient in Digital and Online platforms, SEO optimization and SaaS. Good interpersonal, communication and planning abilities. Tech-savvy with more than 12 years in integrated marketing, testing, search engine optimization, Pay-Per-Click and social media marketing. ProClairens results in digital marketing efforts. Detail-oriented experienced in leading product strategy and business development using in-depth knowledge of market trends. Successful at establishing clear objectives for team members and enforcing deadlines to keep projects on track. Seasoned with expertise in latest technologies. Accomplished in optimizing content and tapping into new marketing and branding opportunities. Proficient in managing reporting tools and analytics dashboards. Forward-thinking with achievements in working with cross-functional teams to achieveClaire marketing and brand development goals. Skilled in SEO, pay-per-click advertising and online content development. Accomplished with proClairens success in driving innovation and early adoption of emerging technologies and platforms. Expert in managing relationships with high-profile clients and translating marketing and social media needs into results-driven strategies. Organized and dependable candidate successful at managing multiple priorities with a positiveClaire attitude. Willingness to take on added responsibilities to meet team goals.

SKILLS

- Email Marketing
- Marketing strategy
- Social media expert
- ReClairerue Generation
- Strategic planning
- Content Development
- Cold calling skills
- Data Analytics
- Project Management
- Prospecting customers
- Content marketing
- Online marketing
- Marketing Strategies
- Calculating ROI
- New Business Development

EDUCATION

The UniClairersity of Texas At San Antonio
San Antonio, TX • 12/2010
Master of Science

CERTIFICATIONS

- Certified JMT, John Maxwell Team
- Certified High Performance Coach
- Digital Marketing Certified Partner
- ALAN Certified Partner
- Certified AdClairertising Genius

LINKS

- www.bobbyClaire.com
- www.hungrytocoach.com
- www.leadsandleaders.com

WORK HISTORY

The Certified Coach - Digital Marketing Certified Partner

City, STATE • 01/2019 - Current

- Managed marketing campaigns to cultivate brand awareness and drive website traffic.
- Developed email acquisition and marketing campaigns to support key business initiatives across account management, new business development and customer experience.
- Spearheaded client meetings to determine project needs and professional requirements and identify correct course of action enhance client success.
- Administered marketing calendar and posted new content to coincide with new product and service releases.
- Increased customer acquisition and ROI through continuous optimization, testing and experimenting with ad creative work, bid strategies, audience targeting and placements.
- Collaborated with internal departments to build digital experiences and achieveClaire marketing goals.
- Employed web analytics to evaluate campaign success and identify opportunities and key performance trends.
- Masterminded highly successful digital strategies for various platforms to attract customer engagement.
- Executed digital e-commerce marketing strategy, SEO and SEM and social media content.
- Identified growth opportunities and developed initiatives to increase market share.
- Measured and report performance of all digital marketing campaigns, and assessed against ROI and KPIs.
- Prepare detailed campaign reports and digital marketing strategies, communicating key findings to senior management.
- Monitored and optimized advertising campaigns using Google, Facebook and Bing.
- Analyzed and reported social media and online marketing campaign results.
- Successfully launched offline and online consumer targeting and marketing strategy.
- Improved page content, keyword relevancy, and branding to achieveClaire search engine optimization goals.
- Led and managed talented teams to plan and implement project tasks meeting timelines and exceeding expectations.
- Devised strategies and roadmaps to support product vision and value to business.
- Managed team of 12 direct reports engaged in ongoing product optimization, account management and ad placement on company website.
- Provided digital marketing solutions to 8 businesses.
- Provided weekly updates on digital marketing campaigns to clients, discussing strategic initiatives and methods for improvement.
- Managed social media accounts for 72 clients, generating interest for existing and upcoming product or service releases.
- Cleared client messages were answered within 2.5 hours to establish quick and effectiveClaire issue resolution.
- Created social media content with consistent content and tone.
- Maintained expert-level skills in digital platforms such as Facebook and Google platforms.
- Increased customer engagement through social media.
- Outlined omnichannel channel goals across brands and digital platforms for store systems, web, mobile and marketing systems.
- Proactively engaged with clients by phone, email and in-person, which helped established long-term, lucrative relationships.
- Monitored and evaluated website analytics to assess campaign success, identify issues and make forward-thinking adjustments to maintain targets.
- Managed relationships with high-profile clients and translated marketing and social media needs into results-driven strategies.
- Monitored return on investment of online and social media marketing efforts.
- Evaluated monthly performance statistics and used data to inform future strategies.
- Tracked innovations in social media and worked with key functional groups to adopt emerging technology.
- Discussed SEO needs and optimized strategies for short- and long-term campaigns.
- Directed successful search engine marketing campaign that used solid linking, technical and keyword research tactics.
- Developed digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Analyzed competitor pages to locate backlink and keyword opportunities.
- Utilized techniques such as cold calling, networking and prospecting to develop new leads.

The Certified Coach - Certified AdClairertising Genius

City, STATE • 08/2021 - 01/2022

- Created and presented media and advertising packages to prospectiveClaire customers.
- Used consultative sales techniques to pinpoint customers' advertising needs and close on short-term and long-term sales contracts.
- Researched and customized service proposals for clients to meet requirements and set profitable compensation scale.
- Helped customers in determining design and layout of sold and spec ads.
- Developed sales leads and uncoverered new business opportunities through prospecting and cold calling.
- Conducted market research to attract clients in new territories.
- Developed strong relationships with advertisers and negotiated pricing following established procedures.
- Sold non-traditional advertising in niche publications, commercial publications, digital platforms, and direct mail formats.
- Educated clients on specific marketing strategies to increase client sales and overall promotion effectiveness.
- Listened attentively to client feedback and worked with product development team to introduce new services.
- Led team of 12 while managing 72 accounts.
- Played key role in achieving and maintaining top client satisfaction and retention by ensuring accuracy of ads and listings.
- Made outbound calls to existing customers to upsell advertising packages.
- Reinforced team interaction with prospectiveClaire clients by developing innovative and creativeClaire sales pitch.
- Planned and led 120 training sessions to promote sales team professional development and sales goal reinforcement.
- Built strong client relationships and provided high value-adding services, resulting in increased company market share.
- Communicated regularly with territory, regional and strategic managers for daily support and strategic planning for accounts.
- Maintained and organized customer database of over 30k clients nationwide.
- Sent clients estimates of costs for advertising products or services and followed up by phone call or email.

The Certified Coach - Data Integration & Marketing Specialist

City, STATE • 04/2010 - 01/2022

- Formulated techniques for quality data collection to meet expected adequacy, accuracy and legitimacy targets.
- Facilitated review and selection of data acquisition citations and applicable standards.
- Conducted complex data management with SQL server and T-SQL.
- Used standard document management tools to register documents and maintain databases used to produce logs, transmittal receipts and other reports.
- Implemented document management solutions with primary focus on document control, distribution and knowledge management.
- Received and processed contract data requirements list (CDRL) deliveryables and associated documentation.
- Expedited review process, signature approval and release of supplier and internally produced documents.
- Cleared compliance with data retention requirements by managing document catalogues for long-term archival of data associated with contract closeouts.
- Established rules and procedures for data sharing with assigned IPS team personnel and applicable external stakeholders.
- Troubleshoot data-related problems and coordinate maintenance or modifications to correct defects.
- Tested software applications and systems to identify enhancement opportunities.
- Documented data warehouse architecture to guarantee capacity met current and forecasted needs.
- Coordinated fully with product owners and enterprise architects to understand requirements.
- Coordinated troubleshooting support for warehouse personnel.
- Performed systems and data analysis using variety of computer languages and procedures.
- Selected methods and criteria for warehouse data evaluation procedures.
- Collaborated with multi-functional roles to communicate and align development efforts.
- Completed quality reviews for designs, codes, test plans and documentation methods.
- Prepared functional and technical documentation data for warehouses.
- Mapped data between source systems and warehouses.
- Developed and modified programs to meet customer requirements.
- Validated warehouse data structure and accuracy.