

# JESSICA CLAIRE

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## EXECUTIVE PROFILE

My passion is supporting businesses and individuals to make the most of their online presence by constructing awareness, generating leads and increasing sales providing analytics and statistics.

## SKILL HIGHLIGHTS

- Project management
- Market research and analysis
- Customer-oriented
- Mobile marketing
- Excellent written and verbal communicator
- Quantitative analysis
- Digital advertising
- Self-directed

## EDUCATION

Tecnológico de Monterrey  
Monterrey, Nuevo León • 2006

**MBA:** Master in Business Management  
Accredited by the Southern Association of Colleges and Schools of U.S.A.

Tecnológico de Monterrey  
Monterrey, N.L. • 2004

**Bachelor of Arts:** Bachelor in Marketing  
Accredited by the Southern Association of Colleges and Schools of U.S.A.

Philadelphia University  
Philadelphia, Pennsylvania • 2002

**International Experience:**  
Bachelor in Marketing

## PROFESSIONAL EXPERIENCE

### Tecnológico De Monterrey - Digital Strategy and Social Media Director

City, STATE • 2009 - Current

- Creator of the Digital Strategy and Social Media Department in Tecnológico de Monterrey, Mexico's and Latin America's biggest and most prestigious private university.
- Select digital channels and how they can be integrated to deliver cost effective and positive ROI that help support university's objectives - as well as working with analytics and data that provide actionable insights to further improve results.
- Responsible for bringing the next and newest digital platforms to university's teams, positioning as leaders in digital communications marketing.
- Create content strategies, user experience design and information architecture for university's websites.
- Currently running integrated digital campaigns including Google Adwords, Google Display, Facebook Advertising, Email Marketing/Marketing Automation, Search Engine Optimization, Increasing Social Media engagement, Increasing Social Media Following and Online Reputation Management .

### Universidad TecMilenio - Author of the Digital Marketing Certificate

City, STATE • 02/2014 - 11/2014

Creator of the Digital Marketing Certificate offered by Universidad TecMilenio throughout Mexico and Latin America.

### Tecnológico De Monterrey - Innovation and Strategy Coordinator

City, STATE • 2009 - 11/2010

Coordinator responsible for the following activities focused on college recruitment:

- Web content
- Art and design
- Copywriting
- Social Media
- Call Center
- Advertising
- Promotional brochures and items