

JESSICA CLAIRE

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LINKS

- www.linkedin.com/in/JessicaClaire

PROFESSIONAL SUMMARY

Results-oriented marketer with two years of experience developing innovative advertising solutions for a diverse client portfolio. Equipped with a record of success in managing clients' paid advertising campaigns including display, video, social, SEM and OTT/CTV platforms. Passionate about utilizing competitive research, historical data, best practices, and creativity to drive strategy.

SKILLS

- Google Analytics
- Google Adwords
- ComScore
- Nielsen
- Sizmek
- DV 360
- Airtable
- Microsoft Office including Excel, Outlook, Powerpoint, Teams, and Sharepoint
- Pivot Tables
- Organization and Time management
- Analytics
- Problem-solving
- Attention to detail
- Fast learner
- Leadership
- Adaptability

WORK HISTORY

Digital Media Planner, 06/2019 - Current

Dentsu Aegis Network – Oklahoma City, OK

Developed, activated, and evaluated paid media campaigns according to brief goals across industries including CPG, Energy, Healthcare, and Non-Profit. Trafficked campaigns and analyzed KPIs on a weekly basis to optimize performance. Provided clients with post campaign insights and future recommendations. Managed billing documents such as insertion orders, flowchart calendars, and upfront deals. Worked with platform partners to resolve delivery and billing discrepancies. Lead the implementation of budget tracking processes. Trained and managed department interns.

- Managed an Amazon DSP campaign that generated \$177K in toy sales at a 5.01 RoAS.
- Managed concurrent YouTube campaigns for 25 brands averaging 505M views at a 48% VTR with \$10M in spend (\$0.019 CPV).
- Negotiated CPMs down by 5% and secured added value placements to reduce the cost of media for clients.
- Worked cross-functionally with media partners and creative departments to pitch, create, and track custom media placements such as custom games, interactive videos, and influencer campaigns.

Member Services Associate, 02/2019 - 06/2019

Life Time Fitness – Cary, NC

Delivered the highest quality customer service by anticipating the needs of members and guests, articulating an extensive knowledge of Life Time products and services, and connecting each members with the departments, programs, and amenities they were seeking. Admitted members by scanning their membership cards and registered guest with the CRM database. Worked cross-functionally with internal departments to assess account issues and determine potential solutions.

- Collaborated with the sales department to generate membership leads and increase membership retention.
- Scheduled club walk-throughs, informational meetings, and onboarding sessions.
- Processed sales transactions for members and promoted new Life Time programs, products, and services.
- Handled approximately 40 calls each day regarding account changes, products/services questions, and event registration.

Campus Representative, 01/2017 - 05/2018

Ddc Advocacy – Washington, DC

Planned and executed PINK events on the University of Delaware campus to increase brand awareness and engagement among college students. Created content for the college specific PINK social media accounts including Facebook, Instagram, and Twitter. Participate in brainstorming sessions with Victoria's Secret Marketing Team to ideate future campaign concepts. Provided Product Managers with consumer research and product feedback.

- Collaborated with local Victoria's Secret stores to increase store sales by 15% through in-store shopping events, social media giveaways, campus-wide scavenger hunts, and Victoria's Secret Fashion Show Viewing Parties.
- Negotiated event partnerships with local and national brands such as Love Your Melon, Pura Vida, Insomnia Cookies, Honey Grow, Duck Donuts, and UDress Magazine.
- Managed a team of 10 direct reports.

Marketing Intern, 06/2015 - 07/2016

Parkers – City, STATE

Participated in marketing development sessions with the CEO to identify a new marketing approach aimed to increase brand recognition and in-store sales. Provided the CEO with research and evaluated local competitor's marketing efforts and digital content. Managed the store's social media pages including Facebook, Instagram, and Yelp.

- Designed print advertising including fliers, direct to consumer mailings, and menu inserts using Canva and Adobe Photoshop.
- Identified the store's core audience of women ages 25+ with interests in sustainability, travel, housewarming gifts, and outerwear.
- Created a social media content calendar to organize creative assets, call to action

EDUCATION

Bachelor of Arts: Mass Communications, 02/2019

University Of Delaware - Newark, DE

- Minored in Advertising

- Member of Alpha Kappa Psi Business Fraternity

- Member of Public Relations Student Society of America

- Studied abroad through the Semester at Sea program