

JESSICA CLAIRE

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PROFESSIONAL OVERVIEW

Talented media planner offering exceptional strengths in executing paid digital media campaigns and ensuring content is delivered to the right audience segments. Detail-oriented and highly organized with track record of exceeding clients expected key performance metrics by constantly analyzing results and implementing digital media best practices.

EDUCATION

Northeastern University
Boston, MA • 2012

Bachelor of Science: Finance & Entrepreneurship

SKILLS

- Google Search, Display, Mobile, Video Campaigns.
- Google Analytics measurement, Report & Tracking.
- Facebook Business Manager, Ads Manager & Power Editor.
- Creative & Professional Copy writing.

PROFESSIONAL EXPERIENCE

Spectrum Brands - Digital Media Manager
Brandon, FL • 10/2015 - Current

- Responsible for executing all paid media campaigns across digital platforms including Google, Facebook and Instagram.
- Delivered monthly client reports analyzing the overall effectiveness of paid media campaigns.
- Perform ad-hoc assignments as needed including market research and uncovering relevant data to drive campaign success.
- Continuously demonstrated ability to maintain and adhere to client budget while meeting expected KPI's.

Novato Unified School District - Business Manager
Novato, CA • 03/2015 - 09/2015

- Responsible for introducing Fetch Rewards mobile application to Puerto Rico market to analyze adoption rate.
- Implemented and installed first successful hardware at POS lanes in Selectos Los Prados.
- Executed digital & guerilla marketing strategy to increase users and demonstrated ability to run a successful pilot program.
- Trained store employees, managers & executives on the use of mobile application.

Search In 3D Media, LLC - Account Executive & Digital Media Manager
City, STATE • 07/2014 - 03/2015

- Handled multiple client accounts for Search in 3D including account management, digital advertising budgets & monthly reports.
- Effectively created english & spanish copy for clients social feeds including but not limited to facebook & instagram.
- Demonstrated ability to work individually on assigned tasks and as a team player creating new campaign ideas & proposals.