

# JESSICA CLAIRE

100 Montgomery St. 10th Floor ♦ (555) 432-1000 ♦ resumesample@example.com

## SUMMARY

- National Marketing Award Winner and Senior Marketing Consultant with 16+ years of successful experience. Proven to lead in marketing over 400+ clients through developing and growing successful and profitable relationships. Creative professional with expertise in all aspects of successful marketing, advertising, public relations, event planning, and management. Looking to obtain a position with your company to fulfill a dream of becoming a leading marketing manager.
- Creative Market Planning & Execution Market Research & Competitive Analysis
- Team Leadership & Supervision High Profile Event Planning & Management
- Editorial Functions & Media Placement Public Relations & Agency Management
- Advertising & Promotional Writing
- **SUMMARY OF QUALIFICATIONS**
- Successful in developing and executing strategic plans, and managing projects from inception to successful completion.
- Developed interpersonal skills having dealt with diversity of professionals, including senior management, vendors, sales teams, PR agencies, ad agencies, and non-profit organizations.
- Written and/or prepared numerous in-house documents, including contracts, proposals, marketing plans, advertisements, press releases, and executive correspondence.
- Developed and implemented business strategies that increase product awareness, market share and company profitability.

Accomplished Director offering [Number] years of experience in combining cross-functional competencies in staff management, operations planning, customer retention and financial management. Expert in boosting revenue, quality and performance. Successful in creating and executing standard operating policies and procedures to positively impact organizational goals. Dependable leader with skills to develop, coach and motivate staff while interfacing with executives on all levels. Resourceful and adaptable Director with [Number] years of experience in financial oversight, scheduling, bidding, protocol development and process improvements. Team-oriented leader with expertise in employee engagement, customer relationship management, time management, conflict resolution and cost reduction. Customer-focused in managing accounts and maintaining strong business relationships. Forward-thinking [Job Title] proficient in generating high-quality [Type] work. Talented at leveraging tenacious approach and strong attention to detail to drive success. Service-oriented and performance-driven with excellent organizational, multitasking and problem-solving abilities. Dedicated Director with over [Number] years of experience guiding marketing, customer satisfaction and facility oversight. Deep knowledge in [Type] industry and stellar skills in business planning and operational direction.

Bilingual and comfortable working with people at all organizational levels.

## SKILLS

- Advertising
- Audio
- Broadcasting
- Special events
- Innovation
- Marketing
- Market
- Meetings
- Presentations
- Profit
- Quality
- Radio
- Sales
- Sound
- Strategic marketing
- TV
- Website
- Articles
- Script review and revision
- Contract negotiation
- Budget control
- Logistics management
- News and sports experience

## EXPERIENCE

### WWST/WKHT/WCYQ/WNOX FM + Digital Media Senior Marketing Manager, 06/2014 - Current

Wsp – Rifle, CO

- Identify and implement full marketing and creative strategies focusing on quality and innovation with over 200+ companies to increase the visibility and profile of each business's marketing needs.
- Help many partners in creating their full marketing and advertising campaigns across all mediums of Radio, TV, Digital, Billboard, Print, etc, while also providing assistance on any number of internal partners' needs.
- Drive partners success in helping manage their needs while achieving astronomical success and becoming a market leader in leading radio, event, and digital marketing within my own organization.

• Spearhead special events such as special promotions, non-profit/charity fundraisers, and any number of campaigns to draw attention to partnering businesses.

• Acquired \$1-1.5 Million Dollars in Revenue, performed at least 200+ face-to-face meetings each year and at least 50+ presentations.

• #1 in New Local Partnership Revenues in each year of 2015-2020.

• Grew Partnership Revenues by 104% over the course of 6+ years.

### Senior Marketing Manager, 05/2010 - 06/2014

Universal Health Services – Sylacauga, AL

- Identify and implement full marketing and creative strategies focusing on quality and innovation with over 200+ companies to increase the visibility and profile of each business's marketing needs.
- Help many partners in creating their full marketing and advertising campaigns across all mediums of Radio, TV, Digital, Billboard, Print, etc, while also providing assistance on any number of internal partners' needs.
- Drive partners success in helping manage their needs while achieving astronomical success and becoming a market leader in leading radio, event, and digital marketing within my own organization.
- Spearhead special events such as special promotions, non-profit/charity fundraisers, and any number of campaigns to draw attention to partnering businesses.
- Acquired \$1-1.5 Million Dollars in Revenue, performed at least 200+ face-to-face meetings each year and at least 50+ presentations.
- 1 in New Local Partnership Revenues in each year of 2010-2014.
- Grew Partnership Revenues by 135% over the course of 4 years.
- Led staff on development of products and promotions, sales analysis and creative services.
- Captured insights from previous initiatives, surveys and market research to create successful marketing campaigns.
- Directed [Number] projects each year from initial inception through final delivery.
- Developed and oversaw strategic business plan for marketing department.
- Researched target consumers and potential markets to capitalize on emerging trends.
- Supported program outreach by managing marketing communications, public relations and government affairs to maximize branding initiatives.
- Penetrated new markets and retail channels through strategic planning, competitive analysis and product concepts.
- Optimized profitability to meet marketing objectives and drive product line growth from concept through product life cycles.

### WWST-FM Senior Marketing Manager, 12/2004 - 05/2010

Journal Broadcast Group – City, STATE

- Youngest National Award Winner (Top 25 Nationally) in only 2 years of eligibility of 2007/2008.
- Positioned WWST as an industry leader and influencer as the #1 station across East Tennessee.
- Identify and implement full marketing and creative strategies focusing on quality and innovation with over 200+ companies to increase the visibility and profile of each business's marketing needs.
- Help many partners in creating their full marketing and advertising campaigns across all mediums of Radio, TV, Digital, Billboard, Print, etc, while also providing assistance on any number of internal partners' needs.
- Drive partners success in helping manage their needs while achieving success and becoming a market leader in leading radio, event, and digital marketing within my own organization.
- Spearhead special events such as special promotions, non-profit/charity fundraisers, and any number of campaigns to draw attention to partnering businesses.
- Acquired \$500,000 dollars in revenue from scratch, performed at least 200+ face-to-face meetings each year, and performed at least 50+ presentations.
- Developed strategic marketing relationships in conjunction with major partners.
- Grew Partnership Revenues over 1500% over the course of 5+ years.

### Marketing Coordinator, 04/2004 - 12/2004

Tennessee Titans Radio – City, STATE

- Learned and performed all marketing duties for the National Football League's 2nd largest radio affiliate via Citadel Broadcasting.
- Created a host of sales opportunities for on-air broadcast team to benefit local partners.
- Produced audio clips for pre-season & regular season pre-game broadcasts.
- Composed full-length website articles for www.titansradio.com.
- Reported on-air for Titans pre-game shows along with conducting player interviews for air.
- Initiated & managed game day on-field sound control via parabolic audio.
- Initiated & managed game day Titans Tailgate broadcast cut-ins for on-air audio across Nashville's WKDF, 103.3, The Home of Titans Radio.

## EDUCATION AND TRAINING

### Bachelor of Arts: Mass Communications & Business Management

Carson-Newman University - Jefferson City, TN

- Business Management Program's "Shark Award" for Top Overall Business Student
- Dean's List, Student Government Officer, Homecoming Nominee
- Cum laude graduate

## TRAININGS/PREPAREDNESS

- Completed 6 week Center for Marketing Strategy/Co-Learn Marketing Focused Online Training.
- Extensive ongoing marketing trainings on Radio, TV, Digital Media, Billboard, & most all media outlets.
- Return On Investment Training" & "Million Dollar Marketing Training" by TN Association of Broadcasters.