

# Jessica Claire

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## EXECUTIVE PROFILE

Visionary and genetically upbeat executive with experience managing multiple projects all levels including budgeting and administration. Focused on employee participation and the well being of each stakeholder.

## SKILL HIGHLIGHTS

- Process Improvements
- Financial Analysis
- Human Resources
- Public Relations
- Compliance / Accountability
- Writing manuals

## CORE ACCOMPLISHMENTS

- Managing businesses: two restaurants with 50 employees, 5 managers and 1.8M in sales.
- Managing in transition: dry stack marina operations during a \$20M renovation
- Managing a crisis: death on business premise and ensuing OSHA investigation that resulted in no liability attributed to the owner because of processes and documentation of workers on premise that I initiated
- Managing marketing campaigns: conceived multiple PR campaigns that resulted in local and national media coverage

## PROFESSIONAL EXPERIENCE

### CONSULTANT 2005 to CURRENT

#### Verisk Analytics | Chicago, IL

Helping business owners and managers improve profits and the employee experience using "Lean" principals and DiSC Personality Assessment.

- Built business on referrals from existing clients: primarily business owners in their first ownership venture.
- Helped clients manage time, money and relationships to improve profits and their shareholder's experiences.
- Helped transform people's working lives.

**Skills Used:** diplomacy, consensus building, research, patience, humility, sales, morale building, and public relations.

**Achievements:** Improved foot traffic by 59%, reduced spending by 1.5%, reduced accounts receivable by 29%, reduced employee frustration and lowered unnecessary employee turnover.

### PRESIDENT / GENERAL MANAGER 1992 to 2005

#### Pega (Pegasystems Inc.) | FL, State

- Casual dining restaurant concept with 2 locations, 50 employees, 1.8M in annual sales.
- Conceived, built and operated a restaurant business.
- Used principles incorporated at Toyota (Lean Manufacturing) and Coke-a-Cola (DiSC Personality Assessment) to improve profits, operations and the customer experience.
- Built strategic marketing partnerships with Sprint, Mini USA and Radiant Systems.
- Marketed business through 'Community Service Marketing' through 32 local schools and charities annually.

**Skills:** financial management, process development, customer loyalty, strategic partnership development, employee recognition program development, on boarding program creation.

**Accomplishments:** Public Relations projects were featured Wall Street Journal, Boston Globe and AJC Improved profits and reduced employee turnover using "Lean" principles and DiSC Personality Assessment. Sold business in 2005.

### BUSINESS DEVELOPMENT MANAGER 1991 to 1992

#### Trex Company, Inc | Minneapolis, MN

- Sold bank services to local merchants and businesses
- Addressed market verticals by repackaging existing banking products to appeal to specific industry concerns.

**Skills:** Customer Service Prospecting Sales Relationship maintenance, building Marketing Sales training

**Accomplishments:** Won 'Accurate' Sales Contest 1992 Best sales of new product for all of southern Manhattan.

### SALES REPRESENTATIVE 1989 to 1992

#### Fuji USA Burbank | City

- Outside Sales Representative: managed existing business while growing territory by selling medical X-ray film to new hospitals, doctor's offices and X-ray film dealers dealers.

**Skills:** Customer Service relationship building entertaining clients and selling.

**Accomplishments:** Increased territory sales by 600% in first year. Won company wide advertising idea contest for writing a print advertisement the company later published in a trade magazine.

## EDUCATION

**Certificate** | Six Sigma: Green Belt 2006

**Villanova University, Bryn Mar, PA**

**Bachelor of Arts (BA)** | History 1987

**Iona College, New Rochelle, NY**

## CERTIFICATIONS

- Serve Save Certified
- GA Insurance License:Health/Life, P&C
- DiSC Personality Assessment (Distributor)
- QuickBooks Pro Adviser
- High Ropes Course Instructor

## LEADERSHIP ROLES

- XLT Atlanta- (<http://www.xltatlanta.com>) Producer, Volunteer Coordinator (30 Volunteers)
- Catholic Charities of Atlanta Leadership Class 2013-14- Participant and fund raiser
- Camp Twin Lakes- fund raiser, event coordinator, high ropes course volunteer
- Sandy Springs Festival- Road Race chairman
- Leadership Sandy Springs- graduate and board member
- Chef Skins Game (fundraiser for Boys and Girls' Clubs) board member.
- All Saints Catholic Church-Usher, lector, teacher and mentor to Youth Ministers
- "Sandwich Program for the Homeless (for secondary schools)- Creator and presenter
- "How to Get and Keep a Job" one hour program for high school students creator and presenter

## SKILLS

- Applying "Lean" Principles to various businesses
- Writing manuals, job descriptions, press releases, company news letters
- Presenting, public speaking
- Grass Roots Marketing
- Event / Project Management
- Turning chaos into order
- Using resources on hand before spending
- Social Media marketing
- Real Time Marketing