

# JESSICA CLAIRE

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## Summary

Over three decades of managerial experience ranging from retail, customer service and educational fields. Many aspects of radio broadcasting including announcing, programming, news and commercial copywriting and production. Copywriter/editor with knowledge of English grammar, spelling, and usage. Much experience in usage of the AP style book. Graphic design and production skills with Photoshop, InDesign and Pagemaker. Microsoft Office, Internet applications, CMS platforms such as WordPress and Drupal. Facebook Ads Management. Understanding the Web 2.0 environment, including an extensive use of SEO, SEM, SMO, Google Adwords and Analytics, user-generated content, social bookmarking and networking sites, blogs, micro blogs, forums, video sharing, podcasting, and email distribution. Knowledge of audio production programs such as Audacity and Adobe Audition. Knowledge of video production programs such as Sony VEGAS Movie Studio, VirtualDub, Avidemux and others. An experienced photographer in many event settings both indoors and outdoors. Administrative and management experience in digital and social media, marketing, public relations, retail, radio, music labels, show promotion and tour booking. My specialties include but are not limited to: Radio, On-Air Talent, Announcing, Voice Over Work, Production, Communications, Blogging, Marketing Campaigns, Social Media Campaigns, Social Media Management, Copy/News Writing and Editing, Website Content Creation, SEO, SEM, Music, Photography, Marketing, Promotions, Publicity, Public Relations, Advertising, Organizing and Retail Management.

## Skills

- Social media digital marketing
- Customer service focus
- Purchasing and planning
- Customer retention
- Recruiting and Hiring
- Schedule management
- Employee development
- Performance improvements
- Strategic networking
- Content generation and asset management
- Brand development and awareness
- Online marketing and advertising
- Search engine optimization (SEO)
- Keyword research
- SEO strategy development
- Content strategy
- KPI monitoring
- Google Analytics
- Blogging
- SEO experience
- Creative writing
- Recording equipment
- Voiceover recordings
- Fact-checking
- Improvisation
- Inventory management
- Invoice generation
- Team management
- MS Office
- Customer service
- Administrative support
- Campaign planning
- Promotion development
- Growth tracking
- Brand-building strategies
- Customer Relationship Management (CRM)
- Retail Marketing
- Event planning and execution

## Experience

### Digital Media Coordinator/Social Media Director, 05/2012 to 04/2020

Swope Health – Independence, MO

Social media, website, photographer, videographer, content creator and manager and more

Responsibilities include:

-Implementing print, online and social media marketing campaign strategies to bring attention to the many events and properties in the 140 mile region the Blue Water CVB covers. These campaigns include a regular blog posts, daily social media management, weekly email and online newsletter. An extensive use of SEO, SEM and SMO is always in effect.  
-Creating, budgeting and managing paid social media marketing campaigns.  
-Serving as media outreach administrator and building relationships with partners in broadcasting and print.  
-Daily updating of the website www.bluewater.org for the latest events in our region with an eye for detail for listing the particulars of said events.  
-Digital Content Creation including but not limited to writing blogs and news articles, audio & video productions and podcasts  
-Attending events to take photo's for our social media platforms, our yearly visitors guide Discover The Blue and for extended media outlets  
-Graphic design for promotional material for online and print ad campaigns.  
-Reporting to the CVB's president and sales director of the effectiveness of our campaigns including our social media and website responses as well as interest they have gotten via telephone calls and in office visitors.  
-Monitor trends in online community tools, applications and new developments.  
-Office and administration duties.

### Radio Station Manager, 09/2008 to 12/2017

St. Clair County Community College – City, STATE

AvidemuxVirtualDub

Overseeing all aspects of programming and operation at a non-commercial station at a Michigan public college.

These duties include but are not limited to:

-Setting long range and annual objectives consistent with those of the company to include audience growth, organization and people development to keep its audience entertained and informed under guidelines set by station advisory committee and SC4 administration.  
-Managing the department managers, set the management tone with ultimate responsibility for the performance and evaluation of all departments: programming, news/public service, promotion, and engineering.  
-Supervising the broadcast of informative and entertaining radio programming as well as, along with the program director developing new programming  
-Handling complaints, questions and requests for information about the station as well as assigning these duties to station staff  
-Organizes all general meetings for WSGR  
-Producing and DJing a regularly scheduled show every week as well as with other selected staff portions of overnight, weekend and "Fill In" automated programming.  
-Enforcing equipment and station procedures  
-Monitoring operations of the radio station to ensure compliance with FCC regulations.  
-Filing reports to FCC, CMJ and other media sources as required.  
-Maintaining station's public inspection file and assigns responsibility to particular staff members to keep it up to date.  
-Working with staff to generate sales ideas, meet sales goals, and train sales staff.

### Owner, 07/2000 to 11/2010

Bancroft Records – City, STATE

Independent record label with 10 releases. Handled the aspects of acquiring talent, hiring, pressing and printing plants to produce the tangible, distribution, promotion and mail order.

### Indie Artist Product and Talent Buyer/Shipping & R, 04/1996 to 09/2004

Record Time – City, STATE

Researching and purchasing product for one of Michigan's largest independent media stores. Staying within a budget and maximizing profit with the product. Booking local and international music acts for showcase events in the brick and mortar store.

Checking in product and inputting it into the stores inventory and POS system. Identifying sales trends and adjusting out stock supply accordingly.

## Education and Training

Associate of Arts: Broadcast Journalism, 05/1987

St. Clair County Community College - Port Huron, MI