

JESSICA CLAIRE

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SUMMARY

Seasoned and knowledgeable social platforms professional with the ability to create successful strategies and a proven track record realizing them into quantifiable results. Experienced in creating videos to effectively engage target audiences. Successful at overseeing all stages of initiatives, building positive relationships, and promoting products with innovative and forward-thinking approaches. Well-versed in tracking market trends and capitalizing on opportunities.

SKILLS

- Strong passion and knowledge of digital marketing.
- Ability to generate unique ideas and think creatively.
- Experience using digital advertising systems and measurement and analytics tools (I.E., GOOGLE ANALYTICS, Meta for Business).
- Working knowledge of HTML, CSS, Hubspot, Figma, Client Management, Wordpress, Tilda, Canvas, VN, InShot.
- Positive attitude and ability to be a problem-solver, and prioritize work under deadlines and high time restrictions.
- Ability to work in a team, as well as Independently.

EXPERIENCE

Digital Marketing Manager, 09/2021 - Current

Workiva – New York, NY

- Designed and developed a website <https://sorryiamqueen.com>, using canva.com, tilda.cc to strengthen company brand and identity.
- Implemented content for the website and included SEO.
- Developed a multi-channel digital media strategies and roadmaps aligned with client program growth goals.
- Generated creative digital content, video and unique campaigns to build brand exposure.
- Collaborated with restaurants, hotels and press to drive brand optimization on social media.
- Created and controlled Instagram Ads in Meta Ads Manager.

Accomplishments:

Increased the numbers of followers on Instagram from 0 to 5,000+. Increased client base by 40%.

Project Manager, 02/2020 - 09/2020

Cleveland-Cliffs Inc. – Burns Harbor, IN

- Partnered with the key partner of the firm, a Mobile telecommunication company.
- Transformed target mailings based on database analysis, and application of technique with look-alike audience. Devised special offers, A/B testing.
- Met profitability goals by developing and implementing commercial activities with new partners.
- Implemented cross-platform activity feed for social networking software products.
- Coordinated with internal technology teams and third-party partners to define, design and deliver on user stories and customer demand.

Accomplishments:

A 60% growth of customer base.

Created a holistic paid acquisition strategy, leading to a 30% ROI for every dollar spent.

Video Marketing Manager, 08/2016 - 02/2020

Viant – Boston, MA

- Participated in developing and implementing a digital strategy to increase the amount of website visitors, page impressions, and video impressions across the site (SEO, SEM, SMM, E-mail).
- Using various tools and services to provide control over the carrying out and implementation of the volume and quality of traffic for the sale of video advertising by model AVOD.
- Measured and evaluated customer and employee satisfaction to identify areas in need of improvement.

Accomplishments:

Traffic quality improved by 80%. Traffic volume was executed at 120%.

Client Services Manager, 01/2015 - 07/2016

Isobar – City, STATE

- Provide meaningful client services and managing designated digital accounts focused on working with client to capture and define advertising campaign parameters and creative specs, planning and forecasting, presenting creative solutions and campaign results.
- Crafted and implemented 10+ annual advertising campaigns.
- Collaborated with 15+ colleagues from different departments for the implementation of projects: briefing, creative, presenting and sharing data.
- Assessed monthly reports to review client activity and identify new opportunities.

Accomplishment:

Participated in the preparation 10+ annual tenders, successfully won 3 of them. Exceeded annual revenue targets by an average of 30% during tenure.

EDUCATION AND TRAINING

Master of Science: Sociology, 07/2007

Russian State Social University - Moscow

Course Study: Digital Marketing

University of Miami - Miami, FL

How To Shoot Great Video With Your Smartphone

TV School - Moscow

LANGUAGES

English:

Negotiated:

Russian:

Negotiated:

ACCOMPLISHMENTS

- Employed as part of a team of front-of show customer check in at a word-renown art show entitled "Red dot and Spectrum Art". This is an annual art show which attracted thousands of art enthusiasts, curators, local and worldwide crowds.
- Got **Appreciation Letter**

WEBSITES, PORTFOLIOS, PROFILES

- <https://sorryiamqueen.com>
- <https://agency47.digitalmarketingbootcamp.biz/>

CERTIFICATIONS

- Association for Project Management (APM)