

# Jessica Claire

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## PROFESSIONAL SUMMARY

Decisive leader with over 4 years of experience driving company growth through creative and innovative marketing strategies and cross-functional communication tactics. Resourceful, adaptive team builder and skilled leader at analyzing market trends and customer needs to develop highly-effective and targeted branding campaigns.

## ACCOMPLISHMENTS

- Given the challenges in response to COVID-19, this "Persistence" badge demonstrates students' willingness to adapt and dedicate themselves to their academics. This badge marks, officially by the institution, soft skill attributes that employers and professional organizations value. The badge is awarded for the Spring 2021 term only in order to mark the official ending of the school year and its semester technology challenges. (Awarded by Cayuga Community College)
- Maintained 4.0 gpa while working full time
- Asked to be in College magazine due to college work ethic

## SKILLS

- Guest services
- Inventory control procedures
- Merchandising expertise
- Loss prevention
- Cash register operations
- Product promotions

## WORK HISTORY

### BRANDING & COMMUNICATION MARKETING CONSULTANT 11/2016 to 01/2021

#### Self-employed | City, STATE

- Creator and owner of multiple social media platform; audience of 14,000 followers total.
- Involved with Cortland local business throughout monthly meetings and working together to connect on projects to build their company target audience. These meetings may involve pitching potential marketing campaigns.
- Managed to help recruit various of high school students and transfers to SUNY Cortland by self made ads and viral content.
- Revived failing local business due to nearby competition, helping create handful of new jobs and generated extra funds surpassing \$1,000 within first few weeks of partnership.
- Promoting products, services and content over social media, in ways that are consistent with organization's brand and social media strategy
- Creating content, including text posts, video and images for use on social media.
- Developing new social media strategies and campaigns.
- Researching and monitoring activity of competitors to understand how to make necessary business improvements

### SECURITY OPERATIONS SPECIALIST (19D) 03/2016 to 12/2018

#### US Army | City, STATE

- Led basic reconnaissance operations and reported all data to chain of command
- Operated and maintained communications equipment  
Expert in tactical and technical guidance
- Maintained 100% accountability of all assigned equipment worth more than \$50,000
- Effective squad specialist in high pressure environments
- Operated and performed preventive maintenance on wheeled vehicles and equipment valued at \$1.5 million in order to transport personal, supplies and equipment.
- Maintained \$5k worth of property and sensitive items with 0% loss within contract timeline.

## EDUCATION

Major: Event And Tourism Management  
**Cayuga County Community College, Auburn, NY**

High School Diploma 06/2015  
**W.C Mephram High School, Bellmore, NY**