

# JESSICA CLAIRE

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## Professional Summary

Business leader with over 12 years of experience and a record of operational and strategic leadership in complex IT environments. Out-of-the-box analytical thinker who thrives in fast-paced environments implementing programs and developing successful technical solutions. Creates business strategies, allocates resources, finds ways to increase productivity and assesses employee performance. Liaises with partners and suppliers. STEM advocate and a passionate writer.

## Work History

### Digital Director, 08/2012 to Current

Honeywell – Columbus, OH

- Transformed business from print to full-service digital ad agency by changing IT infrastructure, introducing modern IT governance to align with business strategies, training departments to adapt, and implementing long-term technology strategies. This resulted in generating over two-thirds of agency's revenue each year after.
- Served as primary technical contact for third-party vendors and clients.
- Establish and manage Business Continuity Plan which includes routinely tested disaster recovery and pandemic plans.
- Employed full project life cycle, project management, risk management and scope change management for on-time/on-budget delivery for Fortune 500 companies such as BMW Financial Services and Sony Professional Solutions.
- Managed seamless relocation of all systems, network infrastructure and telecoms to new office facility.
- Responsible for network management and counter-attack monitoring.
- Developed IT governance framework including policies and procedures.
- Applied best practices and cost-benefit-analyses to improve processes and information security objectives.
- Identified and pursued significant business and technical-efficiency opportunities.
- Converted in-house legacy data servers to cloud based solution providing speed improvements, remote access and protection against power and weather related interruptions.
- Managed global relationships with vendors and consultants. Responsible for off-shoring efforts in Turkey and India.
- Directly managed large system development projects for BMW Group (BMW, MINI, Motorrad) resulting in saving hundreds of hours in dealer training and communications, while providing dealers with more revenue-generating opportunities.
- Led digital program for rebranding city of Hackensack's downtown business improvement district (NJ), which included management of design, web and marketing teams for website development, social media set up, search engine marketing campaigns, market research surveys, and email marketing.
- Responsible for technology strategy and architecture for large scale revenue and traffic generating websites.
- Managed overall prioritization of multiple programs and resources.
- As part of leadership team, strategized and executed marketing and business plans for fortune 100 companies and small-to-mid size businesses.
- Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches.

### Founder, 01/2017 to Current

Ascension (System Office) – Waycross, GA

- Established online and in-person enrichment programs for children in age group 8-14 at local libraries in Summit and Chatham, NJ.
- Provided students with hands-on experience of web, gaming, and computer programming to boost their technical knowledge and increase interest in STEM among community youth.
- Planned and implemented curriculum for WordPress, Scratch, Python, HTML/CSS and Wireframe & Prototyping coding languages according to age group and ability.

### Technology Manager, 08/2011 to 08/2012

Maxar Technologies Ltd – Springfield, VA

- Streamlined dealer and marketing communication channels for clients like SANS Inc. and RAMCO Equipment Corp by saving them time and creating easy-to-access resources, resulting in cohesive national branding, and higher quality lead generation and sales conversions.
- Supported and managed delivery of strategic programs for Fortune 500 companies in high quality, cost effective, timely and sustainable manner with risks and issues identified, prioritized, escalated and managed in timely fashion.
- Outstanding working knowledge of development tools, testing tools, and version control systems .
- Liaise with senior management, providing IT data and statistics, and influencing strategic business decisions.
- Performed weekly checks, quarterly training sessions, and annual reviews with developers, maintaining quality control over all digital deliverables and contributing to client satisfaction and retention.
- Conducted quarterly agency-wide training programs to educate and update staff on industry best practices, measurement benchmarks and milestones for client projects, and security protocols.
- Developed task estimates and proposals. Create budget reports and related detail.
- Used project plans and schedules while keeping all groups informed of project progress.
- Acted as expert in business or functional area. Met with clients to identify project requirements, site enhancements and maintenance. Served as project leader for moderate and large projects.
- Maintained inventory.
- Trained and mentored several interns and developers, instilling high level of accountability and diligence in every new hire.

### Web Developer, 08/2009 to 08/2011

Words And Pictures Creative Service Inc – City, STATE

- Lead, structured, scoped full stack development workflow and participated in development of code libraries.
- Developed and advocated user experience and technology strategies for projects, based on deep understanding of business goals, audience needs, and expectations.
- Developed clear point of view on optimal product experience and created roadmap to achieve it, while defining minimum viable product with cross-functional team.
- Collected, displayed, and compared performance data graphically in real-time to optimize application.
- Created customized dashboards for report-lets based on external report data.
- Measured performance of online content, beginning in Production cycle and increased lead generation by 20%.
- Developed and maintained client websites in WordPress, Joomla, Team-Site and SharePoint.

## Education

### MBA: 05/2014

Fairleigh Dickinson University - Madison, NJ

### Bachelor of Science: Information Technology, 05/2009

Fairleigh Dickinson University - Teaneck, NJ

### Minored in Business

Single handedly planned, organized and managed 2007 IEEE Region1 and GOLD Conference as Vice President of IEEE Region 1 at Fairleigh Dickinson University.

## Skills

- Executive leadership
- Ability to drive change within organizations
- Disaster recovery
- Infrastructure development
- Campaign performance tracking
- Online presence monitoring
- Strategic planning and alignment
- Business objective analysis
- Social media strategy
- Digital marketing strategy
- Wireframe and Web Architecture
- User Experience (UX)
- Lead generation campaigns
- Customer retention strategies
- Brand development
- SEO strategy and execution