

# Jessica Claire

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## Professional Summary

Versatile Marketing Strategist and Operations Professional with over 15 years’ experience in brand launches, large and small scale events, product management, program management, client service and the music and retail industries. Extensive knowledge of the experiential space coupled with leadership and relationship building leading to client retention due to successful campaigns. Proven ability to create GTM strategies and develop brand awareness in potential new markets. Strong planning, communication and problem-solving capabilities and the skill to coordinate the efforts of many to meet company goals and hit key performance indicators.

## Skills

- Digital and Print Marketing
- Managing Team – Strong Leader
- Creative Vision and Ideation
- Gathering and Analyzing Data
- Project and Event Management
- Experiential Marketing
- Excellent Communication
- Social Media Content Creation and Curation
- Video Editing
- Budgeting
- Partnership Promotions
- Campaign Performance Tracking
- Marketing Program Management
- Communications Management
- Microsoft Suite
- Wondershare Filmora
- Canva
- Google Workspace

## Work History

- 07/2019 to Current

Cultural Arts and Programming Manager

Faneuil – Haines City, FL

  - Conceptualize marketing campaigns from inception to completion to promote the City, working with cross functional teams to execute the vision
  - Responsible for pre-event client consultation and planning, venue selection, vendor management, event staffing, event follow-up and reporting
  - Take ownership of all activities and operations of 4,000 capacity amphitheater as well as other city venues
  - Coordinate across departments to ensure proper staffing levels and maintenance of 21 parks and multiple venues during scheduled events
  - Create and deploy social media and print strategy for events promotion including curated and created content for Facebook and Instagram

08/2018 to 08/2019

Operations Manager (Remote)

The Container Store – Yonkers, NY

- Cultivated relationships with big box retailers such as Target, Best Buy, and Walmart for increasing exposure and garnering ideal placements for client brands including Apple, Sony, Google and Samsung
- Managed team of 30+ full-time and part-time staff across 5 states through regular communication and clearly defined expectations
- Created and maintained budgets for all field events and monitored costs throughout program
- Efficiently managed all client deadlines and deliverables of weekly/monthly/quarterly campaigns events, at conferences and online

10/2011 to 07/2018

Regional Manager (Remote)

Marketstar / Creative Channel Services – City, STATE

- Partnered and developed relationships with clients to ensure deep understanding of strategy and turn national initiatives into workable operational and marketing plan
- Organized brand appearances at trade shows and conferences, coordinating all travel as well as visual presentation of events
- Traveled to represent client brands at special events and brand launches as well as audit field staff to ensure quality performance
- Implemented best practices and project managed field activation campaigns (from large experiential events to small sampling programs) for clients including Amazon, Ultimate Ears, Dyson, iRobot, LG and Google
- Recruited, supervised, trained and coached 200+ part-time employees across 8 states

10/2003 to 09/2011

General Manager

Seven Places Music – City, STATE

- Identified opportunities and developed strategies for new marketing avenues for increased exposure and revenue
- Collaborated with show creators and music supervisors to negotiate use of songs to over 80 TV shows, movies, and commercials on networks including ABC, CBS, FOX, HBO MTV, The CW, Lifetime, and Oxygen
- Achieved commercially released cd distribution in more than 6000 retail locations (Best Buy, Walmart, FYE, Barnes and Noble)
- Networked with talent buyers, booked and created contracts for extensive 7-8 month national tours at music venues and college campuses nationwide
- Initiated and developed relationships with major publications and news outlets including People, Billboard, Guitar Player and Performing Songwriter Magazines for continued publicity and press
- Spearheaded logistics of live TV performances on CBS Early Show, FOX Business Network, KTLA Morning News, Great Day St. Louis and Good Day Dallas among multiple others

## Education

- 08/2005

Bachelor of Science: Business Administration – Finance

University of Texas At Dallas - Richardson, TX
- 05/2003

Associate of Arts: Journalism

Richland College - Richardson, TX