

JESSICA CLAIRE

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Professional Summary

- Aspiring Digital Marketing specialist with rich background and experience implementing online marketing strategies to increase brand awareness and online visibility.
- Strategic thinking individual experienced in supporting group initiatives and individual projects. Offering an engaging and pleasant personality with expertise improving customer relationships. Responsible and mature individual who thrives in fast paced environments.
- Highly effective at anticipating and accommodating customer needs. Friendly, punctual and enthusiastic team player. Commended for multitasking abilities and providing top-notch service to customers daily.

Work History

Digital Marketing Intern, 06/2020 to Current

Backstop Solutions Group – Charlotte, NC

- Assisted marketing coordinator and graphic designer with website copywriting, design, and proofing.
- Executed consistent online messaging across various social media verticals for clients.
- Assisted in managing multiple social media accounts.
- Prepared updates and reports to track growth and success rates of online marketing strategies to clients.
- Researched social media trends and adapted to attract target follower demographic.
- Developed text marketing campaigns to client customers.
- Created unique and engaging content and copy for range of social media platforms including LinkedIn, Facebook, Twitter, and Instagram.
- Drafted e-newsletters to subscribers and set up campaigns in MailChimp, Active Campaign, and Constant Contact.
- Analyzed SEO outreach goals and presented findings to marketing director.
- Designed dynamic print and digital media for sales and advertising.
- Developed specific marketing strategies for clients.
- Wrote engaging and successful marketing, advertising and website copy.
- Created and managed client Google My Business and Yelp listings.
- Leveraged strong understanding of WordPress to update website information.
- Completed keyword research to target customers based on keyword targeting.
- Reviewed and optimized client sites to improve SEO by using keyword targeting URL strategies, website architecture and content.
- Communicated effectively with team members and clients using Teamwork suite of tools for task management.
- Collected and analyzed Web metrics such as visits, time on site and page views per visit on Google Search Console.

Server/Hostess, 04/2017 to 05/2020

Moon Thai & Japanese – City, STATE

- Demonstrated genuine hospitality while greeting and establishing rapport with guests.
- Resolved guest and employee complaints to maintain complete customer satisfaction and workforce effectiveness.
- Listened to, understood and clarified guest concerns and issues.
- Executed quality assurance practices to ensure positive customer dining experiences.
- Delivered quality service by providing a warm and welcoming environment.
- Managed food resources, memorized orders and wrote patron's food orders on slips -seat restaurant.
- Shared knowledge of menu items and flavors, enabling customers to make personal decisions based on taste and interest.
- Demonstrated awareness of liability issues by confirming legal drinking age and discontinuing service to intoxicated guests.
- Promoted items on beverage lists and restaurant specials.

Birthday party coordinator, 08/2014 to 04/2016

Monster Mini Golf – City, STATE

- Developed new process for employee evaluation which resulted in marked performance improvements.
- Answered calls, emails and faxes, addressing customer inquiries, solving problems and providing new product information.
- Assisted customers by answering questions, responding to inquiries and handling telephone requests.
- Responded to customer requests via telephone and email.
- Verified data integrity and accuracy.

Skills

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| <ul style="list-style-type: none">Able to translate Spanish fluentlyProblem solverFriendlyCooperativeWilling to learnHard workingDetail OrientedExpertise in Excel | <ul style="list-style-type: none">Meticulous attention to detailStrategic PlanningStrong verbal communicationPublic speakingTeam leadershipExtremely organizedInterpersonal and written communicationSelf-motivated |
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Education

BBA: Marketing, 08/2020

Florida Atlantic University - Boca Raton, FL

Certification in Digital Marketing (DGM), Florida Atlantic University