

# JESSICA CLAIRE

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## PROFESSIONAL SUMMARY

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My name is Jessica Claire and currently a TV/Radio Broadcasting Major with a minor in Creative Writing at Brooklyn College. I am actively pursuing a career in Communications, Digital Media Publications and Writing. Highly motivated with in depth understanding of marketing concepts; Comprehensive classroom and campus experience in broadcasting; Excellent creative writer; Sound knowledge of social media engagement; Profound ability to follow instructions; Energetic, keen wit; engaging, friendly personality; natural communications abilities; Astute observer with a demonstrated ability to learn from others while gaining valuable practical experience.

## SKILLS

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- Special education
- Organized
- Microsoft Word, Powerpoint, iMovie, Excel, and PowerPoint, and Internet
- Certified Teacher Assistant
- Schedule management
- Lesson planning

## WORK HISTORY

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2017 to Current	<b>Digital Media Internship</b> <b>Amazon.Com, Inc.</b> – Breinigsville <ul style="list-style-type: none"><li>• Gather analytics via Twitter, Icon Square, Cisionpoint, LaunchMetricsFashion GPS.</li><li>• Data gathering of product placement/brand mention credits via LaunchMetrics.</li><li>• Research significant posted digital headlines and distribute to team.</li><li>• Extract monthly social media reports and compose PowerPoint presentations for management and distribution to different clients.</li><li>• Photograph showroom product displays for Instagram posts.</li><li>• Supported several scheduled event planning segments by marketing via social media (Instagram, Snapchat) for New York Fashion Week.</li><li>• Composed photograph portfolios of Anna Sui, Philip Lim , Thaddeus O'Neil, and Thakoon Fashion events during NYFW and had works selected for posting on KCD Worldwide webpage and several social media sites.</li><li>• Research influencers/clients and compose contact data sheets.</li><li>• Create content calendar templates for current and future events.</li></ul>
04/2016 to Current	<b>Editor-in-Chief</b> <b>Evergreen Enterprises, Inc.</b> <ul style="list-style-type: none"><li>• Reviewing/editing content submissions; recruiting/hiring content writers; collaborate with Managing Editor on page view volume counts.</li><li>• Collaborate with writers thru conference calls and direct meetings on improvements for content delivery and follow-up publications.</li><li>• Organized and hosted media calls to address quarterly financial results.</li><li>• Developed key messaging, branding and positioning statements.</li><li>• Served as the primary point of contact for incoming media calls, including requests for meetings and interviews with company executives and experts.</li><li>• Created and maintained company web pages using HTML and CSS.</li></ul>
03/2016 to Current	<b>Content Writer</b> <b>The Learning Lamp</b> <ul style="list-style-type: none"><li>• Produce content and create articles, including blogs as written Web material for college websites.</li><li>• Research and decide what information to include or exclude from the site.</li><li>• Developed and managed communications strategies, plans and budgets.</li><li>• Planned and launched innovative, creative and effective communications campaigns, such as</li></ul>
01/2015 to Current	<b>Producer/Host</b> <b>WBCR Brooklyn College Radio</b> <ul style="list-style-type: none"><li>• Producer; hosting, research content, working the sound board.</li><li>• Developed key messaging, branding and positioning statements.</li><li>• Coached management on communication tactics with staff and customers regarding organization changes.</li><li>• Established and maintained external communications calendar, and managed scheduled assignments.</li><li>• Drafted engaging, accurate and effective press releases.</li><li>• Oversaw and adhered to the communications department budget.</li></ul>
2014 to 11/2014	<b>Broadcast Assistant</b> <b>WBCR Brooklyn College Radio</b> <ul style="list-style-type: none"><li>• Look It's Rock N Roll" Research content, working the sound board.</li><li>• Conveyed noteworthy information about project successes and product updates to customers.</li></ul>
11/2013 to Current	<b>Paraprofessional</b> <b>Department Of Education</b> <ul style="list-style-type: none"><li>• Assisting/Instructing Special Education students.</li><li>• Planned and led activities to develop students' physical, emotional and social growth.</li><li>• Set up lesson materials, bulletin board displays and demonstrations.</li><li>• Promoted physical, mental and social development by implementing classroom games and outdoor recreational activities.</li><li>• Worked with other teachers and administrators to evaluate and revise elementary school programs.</li></ul>

## EDUCATION

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Current	<b>Bachelor of Arts: Communications/Journalism</b> <b>Brooklyn College</b> - Brooklyn, New York <ul style="list-style-type: none"><li>• 3.5 GPA</li><li>• Minor in Journalism</li><li>• Principal List Academic Achievement Award</li></ul>
2011	<b>High School Diploma</b> <b>Leon M. Goldstein High School/Brooklyn Studio High School</b> - Brooklyn, New York
<b>ACCOMPLISHMENTS</b> <hr/>	
<ul style="list-style-type: none"><li>• Dean's List Brooklyn College 2015-2017</li><li>• Principal's List Honor Roll 2010 - 2013</li><li>• Junior National Honor Society 2008</li></ul>	