

JESSICA CLAIRE

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HIGHLIGHTS

- Pay Per Click (PPC)
- Google Adwords
- Google Analytics
- Content Marketing
- Social Media Marketing - Facebook, LinkedIn, Instagram
- ROI Reports
- MS Office - Excel, Word, Powerpoint, Outlook
- PPC Bid Management
- Lead Generation
- Mobile Marketing
- Video Marketing
- SproutSocial
- Hootsuite
- Marin Software
- Drupal
- WordPress
- HTML
- Optimizely
- Landing Page Management
- A/B Testing
- Multivariate Testing
- Content Writing
- Blogging

EDUCATION

University of Missouri
Columbia, Missouri

Bachelor of Arts: Communication Business
Communication Business

PROFESSIONAL SUMMARY

Versatile digital marketer bringing

EXPERIENCE

Marshfield Clinic - Digital Media Buyer

Hayward, WI • 03/2016 - Present

- Oversees and co-manages PPC campaigns across multiple search engine platforms for three beauty school directory websites.
- Creates, implements, and manages all organic social profiles and paid social campaigns (Facebook, Instagram, Twitter, Pinterest, etc.) strategies for beauty school directory websites.
- Organizes and creates monthly blog and photo content for social profiles and blog site.
- Partners with Creative Director to create original content and to promote new brand across social platforms.
- Successfully increased brand awareness on Instagram and increased follower growth by over 400% within the first month of managing social account.
- Attends online and local marketing seminars to actively keep up with industry changes and trends.

Marshfield Clinic - Digital Media Buyer

Stettin, WI • 10/2014 - 02/2016

- Managed over 10 different education clients' paid social media and paid search accounts across multiple platforms.
- Effectively budgeted and managed over \$500,000 per month in client money to implement throughout search and social campaigns.
- Consistently hit client lead goals and CPI goals each month with each client's given budget.
- Created and delivered paid social and paid search strategy performance reports for clients and senior management.
- Communicated directly with client services team and clients regarding account management and performance.

Aarons - Sales Associate

Pensacola, FL • 06/2014 - 10/2015

- Created and managed social media accounts across multiple platforms.
- Helped increase brand awareness and advertised product promotions to current customers.

SKILLS

account management, photo, budget, content, CPI, Creative Director, client, clients, Drupal, senior management, HTML, Internet Marketing, managing, marketing, Excel, money, MSOffice, Outlook, PowerPoint, Word, Page, seminars, strategy, websites, Content Writing