

JESSICA CLAIRE

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SKILLS

- Demand Generation Marketing
- Program Marketing
- Competitive and Trend Analysis
- Partnership Marketing
- Marketing campaign management
- Project planning
- Budget Management
- Data gathering
- Concept promotions
- Industry knowledge
- Strategic marketing
- Campaign tracking
- Budget development
- Creative direction
- Viral trends understanding
- Advertising expertise
- Market penetration
- Developing targeted leads
- Data tracking and analysis
- Web analytics
- User content moderation
- Team oversight
- Account management
- Social media trends
- Audience research
- Social media management
- Social media marketing
- Google Analytics proficiency
- Product knowledge
- Reporting and metrics
- Brand development
- Online news creation
- Pay-per-click advertising
- Content management
- Digital marketing
- Web programming proficiency

EDUCATION AND TRAINING

Texas State University
San Marcos, TX • 2010
B.A.: English - Creative Writing

SUMMARY

Results-driven marketing leader born to build strategic, successful campaigns to drive profits, increase market share and cement industry dominance for demanding customers. Focused, performance-minded manager with proven skills in project management, team building, stakeholder relations and campaign optimization.

EXPERIENCE

Dick's Sporting Goods Inc - Director of Digital Media
Union, NJ • 02/2021 - Current

- Analyzed consumer behaviors and market trends, adjusting email and advertising campaigns based on current knowledge.
- Identified, implemented and enhanced marketing strategies by accounting for factors such as organizational objectives, market trends and costs.
- Initiated market research studies, directed operations and reviewed findings to optimize marketing approaches.
- Tested and optimized organic and paid acquisition channels, including content creation and curation, pay-per-click, event, social media and lead generation campaigns.
- Devised marketing packages, including web design, remarketing campaigns, key phrase packages and new media advertising campaigns to increase search engine optimization (SEO) for clients.
- Created and implemented marketing campaigns and directory services to help clients capitalize on new media and Internet advertising opportunities.
- Interfaced with clients to discuss budget allocation to determine project scope.
- Hired, trained and mentored sales and marketing staff dedicated to employing Google AdWords, Google Analytics and other SEO techniques and metrics sources.
- Managed Google, Bing and Yahoo! accounts for clients and implemented multiple marketing services across all search engine platforms while growing client accounts from [Number] to [Number] over [Number] years.
- Identified trends through assessment of competitor activities.
- Tracked website analytics and reported findings to clients.
- Collaborated with content contributors to build optimization strategies.
- Planned, implemented and maintained successful SEO strategies.
- Monitored metrics such as redirects, click and bounce rates and other KPIs to proactively optimize campaigns.
- Completed in-depth analyses of competitor ad, keyword, bids and landing page activities.
- Created paid ads for clients to run on [Type] and [Type] platforms, achieving [Number]% ROI.
- Established core metrics for projects based upon client needs.
- Measured and reported on marketing campaign performance, gained insights and compared results against goals to identify strengths and weaknesses.
- Executed updated marketing plans to increase branding exposure, customer traffic and sales.
- Liaised with sales, technical services and customer relations personnel to drive on-time, under-budget project completion.

Altice Usa Inc. - Director of Social Media
Hicksville, NY • 07/2016 - 02/2021

- Facilitated remarkable improvements on different platforms, including expanding follower numbers, growing click-through rates and increasing engagement.
- Built and maintained good working relationships with blog writers and social media influencers to promote content.
- Put together customized client strategies to meet unique goals, maintain branding and reach target customers.
- Collaborated with artists, photographers and production team members to put together high-quality content.
- Utilized analytical tools such as [Name] to collect and review data.
- Developed and implemented strategic social media marketing plans.
- Directed social media and digital marketing strategy and initiatives to promote brand building, guest retention and revenue-focused activities.
- Aligned visual design and brand messaging elements to deliver consistency across digital advertising and marketing platforms.
- Utilized platforms such as Twitter and LinkedIn on regular basis.
- Analyzed market data to determine and target key audience or segments.
- Collaborated with social media influencers to drive brand optimization.
- Measured and reported on marketing campaign performance, gained insights and compared results against goals to identify strengths and weaknesses.
- Analyzed consumer behaviors and market trends, adjusting email and advertising campaigns based on current knowledge.
- Liaised with sales, technical services and customer relations personnel to drive on-time, under-budget project completion.

Hni - Creative Manager
Saint Louis, MO • 07/2015 - 07/2016

- Led creative team of graphic designers and copywriters, providing creative direction, project management and final approval for all design and creative projects for a client roster of 15 including clients in the restaurant, retail, entertainment and professional service industries as well as professional speakers and associations.
- Develop integrated marketing strategies across digital, social, email, and print, managing budgets and recommending marketing vehicles for client accounts.
- Ensure on-time project management by serving as main point of contact between client, vendors, graphic designers and copywriters.
- Lead copywriter on all website/SEO and email marketing copywriting.

Allied Universal Security - Social Media Manager
Staten Island, NY • 03/2014 - 07/2015

- Managed team of social media brand managers in developing organic content and paid social media advertising strategies, working with clients in the restaurant, retail and professional service industries as well as professional speakers and associations.
- Collaborated with Social Media Business Manager in defining Facebook Advertising target audiences, segmentation and ad schedules.
- Final approval for all digital marketing content, including social media graphic design, copy and email marketing content prior to publish.
- Main point of contact with clients for social media needs and responsible for weekly analytics tracking and participation in bi-weekly, monthly, quarterly, annual and contract renewal client calls.