

# JESSICA CLAIRE

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## SUMMARY

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Self-motivated team-player offering 14 years of experience at the university level. Passionate about combining strategy and creativity, driving new opportunities, and building professional relationships.

## SKILLS

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- Digital Marketing
- Digital, Verbal, and Written Communications
- Content Management
- Website Design using Sitecore
- Project Management
- Data Entry
- Microsoft Office Suite and Adobe Photoshop

## EXPERIENCE

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- 04/2014 to Current

Digital Strategist

Granicus – Tulsa, OK

  - Serve as a member of the University Marketing and Communications Digital Marketing team.
  - Design and implement digital marketing services for the University and its colleges and divisions, including web content management, email marketing, internal communications, university calendar and events, short/vanity URLs, social media, online video, and analytics and reporting.
  - Collaborate with cross-functional team to conduct project intake, develop strategies, execute deliverables, perform quality control; adhere to production schedules, and communicate routinely about work progress using Workfront project management software.
  - Work with cross-functional team to ensure the integrity of digital content and communicate with team members and campus partners about needed changes.
  - Serve as lead and oversee select digital platforms or channels, including, university calendar, campus map, online directories, online forms, content management systems (Sitecore), and email marketing tools.
  - Assist university communicators on topics including content management systems (Sitecore), content management, brand and style guidelines, university calendar, and employee profiles.
  - Support university constituent digital marketing requests through HelpDesk ticket requests and provide communication to Marketing and Communications leadership and campus partners.

07/2011 to 04/2014

Web Project Manager

Cox Enterprises – Mcallen, TX

- Prepared reports for University Marketing and Communications leadership that reflected time spent on various projects by the interactive marketing team.
- Created status reports and communication templates to keep interactive marketing projects on track.
- During the Sitecore update managed a team of workers in the accelerated phase of content migration. Led and managed all aspects of the retouch projects, including initial contact with client to post-launch review of the site.
- Trained and managed temporary workers, student workers (design students and production workers), and graduate assistants with production in the content management system (Sitecore).

11/2009 to 12/2010

Marketing Coordinator

Emcor Group, Inc. – San Francisco, CA

- Developed sales and marketing collateral, product and services sell sheets, and product brochures.
- Created sales campaigns in Salesforce for use in outreach, sales, and marketing.
- Coordinated all aspects of trade shows and conferences.
- Monitored social media presence, updated website, and produced informational newsletter.
- Coordinated sales and training webinars.
- Coordinated all aspects of the annual users conference, including site visits and selections, advertising, soliciting vendor participation, scheduling of meetings, menu selection, and on-site coordinator.

02/2007 to 11/2009

Client and Partner Administrator

RedLantern/Miami University DARS – City, STATE

- Coordinated all aspects of the annual users conference.
- Maintained records and business agreements.
- Coordinated vendor exhibitions, including service orders and registration.
- Provided billing services for redLantern clients and business partners, including software purchases and maintenance renewals.
- Helped introduce and implement Salesforce CRM and then afterwards, maintained redLantern's client and partner information using this application.
- Assisted in transition of company from a non-profit auxiliary of Miami University to a private for-profit entity.
- Trained new hires in the human resources and finance department.
- Received the Miami Pride Award—June 2008.

## EDUCATION AND TRAINING

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- 12/1990

Bachelor of Science: Education

Miami University - Oxford, OH