

Jessica Claire

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Professional Summary

Gifted [Job Title] with solid record of accomplishment in overseeing marketing departments, strategies and key projects for driven clientele. Experienced in managing all stages of campaigns, deepening partnerships and boosting sales with creative and proactive approaches. Expertise includes market research, plan optimization and viral content development. Goal-oriented marketing expert with natural talents in developing and implementing successful strategies, driving profits, increasing market shares and strengthening customer dominance. Hardworking, performance-oriented leader offering proven expertise in project development, team supervision and campaign enhancement. Prepared to bring [Number]+ years of progressive experience and take on challenging position with opportunity to make lasting impact on company and customer success.

Skills

- Current Affairs
- Market Analysis
- Critical Thinking (Cheddar News)
- Problem identification
- Cost-Benefit Analysis
- Ingenuity: Creative Problem Solving
- Collaboration: Teamwor
- User Experience]
- Visual Design
- Design Thinking
- Agile frameworks
- Acceptance Criteria
- Visual Design
- Self-Motivation
- Ability To Adapt
- Design Thinking
- Excellent Communication Skills

Work History

- 06/2017 to 07/2021

Product Management Consultant, Strategy & Founder
ML Decisive – City, STATE
 - Directed product development process at all stages, including conceptual planning, schedule management and final implementation.
 - Established, initiated and optimized business development strategies based on company targets, product specifications, market data and budget factors.
 - Guided clients through compiling important financial histories and documentation for evaluation.
 - Kept client financial plans optimized for current market trends and economic conditions.
 - Analyzed market data, customer requirements, competitive offerings and overall industry direction
 - Prepared product related materials and documentation for sales, marketing and end-users.
 - Aligned activities with corporate objectives by coordinating marketing, sales and IT processes.
 - Supervised all marketing and planning activities to exceed [Type] segment sales and margin goals.
 - Mentored client & employee personnel on best practices and protocols to maximize productivity. **
 - Founder: Designed, developed, built and managed introduction of critical Data Management Solution tools to establish and define confluence of workflow/resource management. Resulting deliverables to not only resolved inefficiencies, but transformative aspect of value to client services. Key focus feature highlighted during new business pitches, as well as in customized proposals.
 - Provided research and development on [Type] products to showcase benefits and retain customers.
 - Prepared product statements and customization proposals specific to client, industry vertical of their business.
 - Tailored Products to serve as a tool not only to meet the immediate, internal operational needs of client, but structured deliverable to strategically meet all future, evolving and variable and needs. *CORONA* requirements of their customers new prospects.
 - Identified new business requirements through analyzing market data, customer requirements, competitive offerings and overall industry direction.
 - Increased [Product or Service] sales and brand exposure by developing new packaging, collateral, and sales materials and optimizing target audience reach.
 - Developed creative presentations, trend reports, kitted assets, and product data sheets.
 - Established, initiated and optimized business development strategies based on company targets, product specifications, market data and budget factors.
 - Aligned activities with corporate objectives by coordinating marketing, sales and IT processes.
 - Provided research and development on [Type] products to showcase benefits and retain customers.
 - Drove marketing efforts by orchestrating [Type] and [Type] advertising campaigns.
 - ***QC**Conducted trials and tests of marketing channels such as paid acquisition, social media and fresh content creation.
 - ***Reviewed design specifications, quality assurance plans and demonstration scripts.
 - **Educated clients on [Type], [Type] and [Type] financial products.
- 12/2014 to 08/2016

User Experience, Client Account Manager & Sales
Multivista – City, STATE
 - Owned all aspects of sales planning, development, and team and account management for Multivista in the [South Florida](#) territory.
 - **Developed and executed sales presentations as well as both internal and external product training workshops. potential customers benefits and advantages and encourage purchases.
 - Achieved established KPI for company, regional team and individual performance through teamwork and focus on customers. **ranked #2 Company wide in USER Engagement
 - Built client relationships by responding to inquiries, identifying and assessing clients' needs, resolving problems, and following up with potential and existing clients.
 - Resolved all vendor and account problems efficiently while exceeding sales quotas by [Number]%.
 - solution selling strategy initiatives to maximize sales of [\[Product or Service\]](#). Identified prospects' needs and *Prepared tailored sales presentations for clients showing success and credibility of [\[Type\]](#) products.
 - **Upsold** Capitalized on customer up-sell opportunities resulting in [\[Number\]](#)% increased revenues.
 - Identified, documented and reported on technical factors impacting interface performance. Tested websites at different design and production stages to assess conformance with designs.Engaged in product training, demonstrations, consumer awareness, branding and acquisition initiatives to raise awareness and revenues.
 - **Beta Testing App: Streamlined [Salesforce](#) procedures and [Day-to-day workflow](#) tasks by implementing [\[Software\]](#).
 - Communicated tasks to existing support team members and used cloud-based tools to help solve complex business issues.
 - Collaborated cross-functionally with headquarters, regional and other teams nationally to maintain consistent message and experience. Liaised with sales, marketing and management teams to develop solutions and accomplish shared objectives.*
 - Increased monthly gross sales from [\\$\[Number\]](#) to [\\$\[Number\]](#) and exceeded goals for sales, revenue and profit margins.
 - Identified opportunities for growth within [\[Location\]](#) territory and collaborated with sales teams to reach sales goal.
- 02/2014 to 12/2014

Assistant to VP of Human Resources
ALMACO – City, STATE
 - Compiled employee records from individual departments to maintain central files.
 - Tracked various statistics and kept detailed records to support human resources department.
 - Prepared monthly termination lists to be added to permanent records.
- 08/2012 to 01/2014

Director of Sales, Strategy
Children Of America – City, STATE
 - Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
 - Worked diligently to resolve unique and recurring complaints, promoting loyalty and enhancing operations.
 - *Connected with prospects through multipronged approaches
 - Captured and completed sales with customer-savvy quotes, proposals and contract management strategies.
 - Led change and transformation across business areas to deliver benefits and align company resources.
 - Forecasted sales of [\\$\[Amount\]](#) and set successful policies to achieve sales objectives and related metrics within timeframe.
 - Assessed performance management structures and implemented enhancements to improve frameworks and strengthen results.
 - Established ambitious sales targets, managed deployment strategies and developed go-to-market plans to capitalize on every revenue opportunity.
 - Investigated competitive landscape to maintain currency on market and anticipate negative business impacts.
 - Formulated and presented innovative strategies to team members, executives and customers to build foundation for successful sales plans.
 - Monitored office workflow and administrative processes to keep operations running smoothly.
 - Achieved dramatic sales increase by skillfully managing relationships and proactive sales approaches.
 - Created [\[Type\]](#) and [\[Type\]](#) reports by tracking weekly sales.
 - Cultivated and strengthened relationships with new clients and educated clients on account services and capabilities.
 - Streamlined [\[Type\]](#) procedures and [\[Type\]](#) tasks by implementing [\[Software\]](#).
 - Exceeded sales quotas and increased profitability through effective sales strategy and business planning.
 - Aligned company goals with customer outcomes and increased satisfaction by automating contact management systems.
 - Monitored sales team performance, analyzed sales data and reported information to area managers.
 - Built deep relationships with store managers, business owners and distribution partner sales teams by employing industry expertise and knowledge, retail strategies and sales tactics.
 - Maintained up-to-date knowledge of competitor products and pricing in market served.
 - Resolved all vendor and account problems efficiently while exceeding sales quotas by [\[Number\]](#)%.
 - Collaborated cross-functionally with headquarters, regional and other teams nationally to maintain consistent message and experience.
 - Reduced costs [\[Number\]](#)% through client and distributor price negotiations.
 - Increased sales by [\[Number\]](#) through effectively training employees, closely monitoring regional and local markets and managing inventories.
 - Encouraged cross-selling of additional products and services through relationship-building and acquired understanding of customer business needs.

Education

- 05/2010
- Bachelor of Arts: International Relations, Global Interdependence**
Muhlenberg College - Allentown, PA