

JESSICA CLAIRE

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SUMMARY

Marketing Analytics Manager Intuitive and highly analytical marketing professional with proven and transferable experience, specializing in marketing analytics and product/project management. Adept at utilizing various traditional and digital marketing strategies including mobile, email, social media, direct, B2B, multi-channel, and search engine marketing. Experienced in development and approach to strategic marketing Proficient in marketing analytic tools including Google and Adobe Omniture. Committed to collaborating with clients and both internal and external stakeholders to assess long term needs, attend to immediate details, and consistently meet deadlines and budgets. Develop business plans, proposals, and marketing initiatives. Analyze multi-channel marketing touch-points to evaluate marketing strategies. Involved in monitoring marketing trends, including quantitative and qualitative studies and data. Create insight reporting and client deliverables for clients and internal departments. Work with Account Management and Strategic teams to develop insights from data. Assists in the creation of client deliverables or pre-sales pitches. Assist in development of proposals, questionnaires, discussion guides and screening. Provide insight and trends into social media behavior. Perform analysis and insight reporting on website, digital, mobile, and social advertising. Gather data from external sources to create marketing performance reports for clients. Stay current with the latest web, mobile, and social analytic tools. Required to possess a strong knowledge of market research methods. Excellent communication skills including written communications, speaking, and presentation development and delivery. Ability to multi-task and work under multiple deadlines. Ability to work well with others and work in cross functional teams. AREAS OF EXPERTISE: Product & Service Positioning Brand Imaging Campaign Development Management Reporting Strategic Roadmaps Marketing Campaigns Traffic & Metric Analysis A/B & Multivariate Testing Internet Marketing Advertising Growth Strategies Market Research Client Presentations

HIGHLIGHTS

- Guest services
- Inventory control procedures
- Merchandising expertise
- Loss prevention
- Cash register operations
- Product promotions

EDUCATION

Eastern University
1 2010

B.A: Business & Marketing
Business & Marketing

ACCOMPLISHMENTS

EXPERIENCE

Altice Usa - Digital Marketing & Insights Analyst
Arkadelphia, AR • 06/2014

- Responsible for ongoing tracking, measurement and reporting of client campaigns in the digital/mobile space, as well as providing research and insight support in the development of digital/mobile/social marketing strategies for major pharmaceutical brands.
- This position participated in the development of new business proposals and will also work with the pitch team to provide relevant market research and insights.
- Responsibilities include the development of customer profiles, data visualization, therapeutic area analysis, brand analysis and strategic insights.

Dish Network Corporation - Web Data Analyst
Wah, OH • 03/2014

- Looking beyond numbers, FVM Strategic Communications was seeking a web data analyst to add a strategic layer between the account, creative, and media teams.
- This positions encompassed the ability to identify marketing strategies through web analytics, and manage campaigns to increase return on investment.
- Integral knowledge of Google Analytics and the fundamentals of web traffic analytics.
- Additional knowledge of Eloqua and CRMs management systems Experience with multi-touch email campaigns with months-long progressive profiling tactics Understand the components of remarketing based on user interaction Understand the metrics of social media and be able to advise and report on conversation and brand sentiment.
- Ability to craft simple, concise web and campaign reports for clients.
- Be able to evaluate email campaigns and subject lines for best practices, red flags against spam, and user subscription interactions.
- Coordinate with client-side representatives with regards to tracking codes and campaign materials that are part of an overall tracked campaign.
- Ability to balance multiple tasks and clients.

Anthem, Inc. - Product Marketing Analyst
Charleston, SC • 01/2013 - 10/2013

- Analyze brand and product positioning while evaluating various products and services and providing insight into marketing strategies.
- Perform primary and secondary market research to gain insight into product innovation.
- Prepare strategic roadmap planning and marketing initiatives.
- Present products, services, and initiatives to clients.
- Take on multiple projects, and communicate across all department teams.
- Conduct primary and secondary market research to develop business opportunities.
- Examine product attributes and lifecycles.
- Engage campaigns, advertisements, and promotions.

GSI Commerce - Marketing Analytics Manager
City, STATE • 06/2011 - 12/2012

- Managed all marketing analytics activity that fostered insight into marketing decisions and determined the most effective email marketing, mobile marketing, and social media venues.
- Analyzed conversion, traffic metrics, and online behavior of social media venues.
- Built and maintained campaign schedules of the marketing calendar.
- Integrated traditional and digital marketing channels.
- Evaluated best search engine marketing and optimization strategies.
- Utilized A/B and multivariate testing to evaluate campaign effectiveness.
- Built custom dashboards to provide insight into customer behavior.
- Managed email marketing campaigns and promotions.
- Delivered presentations and reports to clients and internal teams.
- Performed paid-per-click and cost-per-click analysis.

PROFESSIONAL AFFILIATIONS

Digital Analytics Association (DAA), 2012 - 2013

SKILLS

advertisements, analyst, balance, concise, conversion, client, clients, email, innovation, marketing strategies, market research, marketing, materials, optimization, positioning, presentations, proposals, reporting, research, Strategic