

# JESSICA CLAIRE

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## PROFESSIONAL SUMMARY

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Innovative Webmaster with 7 years (4 years in a professional setting) of experience. Dedicated to functionality and usability with extensive knowledge of Adobe use and modern coding languages. Adept at working quickly with a talent for complex problem solving and detail-oriented design. Multi-faceted, excelling in social media, product, graphic and web design.

## SKILLS

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- Audience and Reader Appeal
- Publication Content Planning
- Story and Content Idea Development
- Spelling, Punctuation and Syntax
- Artwork and Layout Coordination
- Error Correction
- Copy Proofreading
- Proof Review and Approval
- Content and Style Updating
- Budget Compliance
- Social Perceptiveness
- Video Creation and Editing
- Attention to Detail

## WORK HISTORY

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### 05/2021 to Current Website & Social Media Digital Designer

Amentum – Pearl River, NY

- Planned and executed website editorial schedule by collaborating with designers, web developers, marketing and sales staff.
- Developed, communicated and implemented editorial policies, copyright and data protection to protect content.
- Determined readiness of written pieces, made changes and approved final versions for publication.
- Created targeted social media strategy to connect with existing and new customers through relevant platforms and expand influence.
- Audited website presence and performed quality assurance processes to assess objectives and verify achievements.
- Analyzed website traffic and developed content to meet needs and interests of website visitors.
- Supported content edits and updated digital publications, e-newsletters, e-mail content and other digital platforms as assigned by website manager or senior website editor.
- Improved website functionality by redesigning, updating and implementing codes, plug ins and extensions.
- Prepared, rewrote and edited pieces to improve readability and impact.
- Posted and promoted articles on Instagram, TikTok and Twitter social media platforms.
- Chose and prepared photos for use with feature pieces with Adobe Photoshop.

### 02/2021 to 01/2022 Publication & Social Media Designer

Mike's Hard Lemonade – City, STATE

- Worked alongside writers and producers to create unique designs to translate artistic vision into visual medium.
- Liaised with other departments to discuss ideas and create unified goals.
- Set and maintained high standards of quality for over 10 projects.
- Improve and edit art-work, photos, charts and other graphic elements
- Create animations for illustrative purposes such as animations, presentations and more advanced solutions (design of beverage packaging)
- Ensure that all publications, reports and products are produced in line with Mike's Hard Lemonade graphic guidelines
- Deliver creative and innovative ideas for print, electronic, web-based and animated presentations
- Obtain a final sign off by Mike's Hard Lemonade
- Incorporate valid comments and suggestions by ensuring that all corrections have been entered
- Submit preliminary layouts for discussions with Mike's Hard Lemonade
- Participated in meetings and conference calls to gather and communicate document layout and production process information and represent production function.
- Worked within multilevel approval structures to maintain quality standards for work.
- Leveraged advanced Microsoft Word functions to create solicitation-specific templates and format response documents
- Utilized desktop publisher software to examine printed materials and verify design elements remained intact.
- Interacted with authors and other internal customers to define job requirements and resolve content, production and scheduling issues.
- Edited classified and unclassified reports and other communications materials to maximize organization, proper grammar usage and clarity.
- Recommended layout changes to make materials more accessible and improve presentation.
- Formatted in Microsoft Word and PDF to prepare documents and proposals for review or final submission.

### 12/2018 to 01/2021 Digital Media Intern

Starbucks – City, STATE

- Put together and distributed press kits and other materials.
- Analyzed media engagement and produced tracking reports.
- Performed data analysis on previous campaigns to optimize current campaign strategies.
- Developed ads to increase brand awareness and sales.
- Engaged in photography, graphic design and video content creation.
- Planned and adhered to content calendars and made scheduled posts.
- Managed and created content for company social media outlets.
- Stayed on top of current Social trends.
- Identified appropriate KPIs and reported key metrics from digital campaigns.
- Collected and analyzed Web metrics such as visits, time on site and page views per visit.
- Developed paid client ads for use on diverse social media platforms, achieving average of 10,000+ users per ad minimum.
- Created content strategies for digital media.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.

## EDUCATION

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### 06/2021

BBA: Design And Visual Communications

Georgia State University - Atlanta, GA