

# JESSICA CLAIRE

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## SUMMARY

Talented Digital Media Coordinator and Project Manager with an eager to learn mentality. Decisive and enthusiastic mentality, with an organized communication style, leadership experience and talented with public speaking, as well as speaking on camera. Heavily focused on organization, data and execution. Successful at managing a team of over 20 to effectively execute marketing campaigns. While also researching and managing social media content, engagement and strategy. A versatile team member and an overall team player.

## SKILLS

- Communication
- Social Media Digital Marketing
- Cross-Departmental Alignment
- Asset Optimization
- Active Listening
- Marketing Program Management
- Social Media Platforms
- Google Analytics
- Cross-Functional Team Collaboration
- Strategic Development
- Competitor Review
- Customer Relations
- Audience Engagement
- Customer Engagement
- Social Media Performance Measurement
- Content Development
- Critical Thinking
- Keyword Research
- Brand Messaging
- Workflow Optimization
- Content production
- Quality control
- Project management
- Social media expertise
- Event planning and execution

## EDUCATION AND TRAINING

A.A: Arts, 05/2020

**Glendale Community College** - Glendale, Arizona

Honors Deans list

Associate: Arts, 03/2019

**Bachelor Of Arts (B.A: Criminology**

**Arizona State University** - Tempe, AZ

## CERTIFICATIONS

Finger Print Clearance Card

## EXPERIENCE

**Digital Media Coordinator**, 07/2022 - Current

**Alcatraz Cruises** – Alexandria, VA

- Communicated regularly with stakeholders, district managers, general managers etc
- Evaluated client feedback to brainstorm ways to improve products and provide quality customer service
- Provided product information to customers and aligned products with customer needs to boost satisfaction
- Developed strong relationships with clients to grow business networks
- Built and established strong relationships with customers, enabling long-term partnerships
- Used knowledge of company products and services to recommend solutions to customers
- Responded promptly to customer queries to increase overall satisfaction
- Highlighted new products and company promotions during sales pitches
- Followed up with customers after sales to gain feedback.
- Stayed current on customer trends and requirements.
- Represented brand during special events, customer interactions and sales.
- Planned advertising campaigns for online, print and other mediums.
- Coordinated marketing events for showcasing product and service offerings.
- Planned and facilitated meetings to share marketing plans and explain future business goals.
- Collected and analyzed market research data for use in forecasting.
- Supervised creation of marketing materials and collateral.
- Cultivated business partnerships to build lasting relationships with internal and external parties.
- Drove customer engagement with targeted initiatives to improve content and improve branding.
- Assessed projects against budgets and timelines, keeping team and assignments on task.
- Elevated digital content with daily assessments and decisive adjustments to take advantage of current market conditions.
- Talent for long form and short form video content.
- Concept and execute short form content.
- Copywriting for all social media content and YouTube Descriptions.
- Trend analysis for all social media platforms.
- Analytic pulls and social media analysis completion.

**Project Manager**, 10/2020 - Current

**Laz Parking** – San Francisco, CA

- Work with multiple members of the team to execute projects.
- Attend/ coordinate photo shoots, advertising shooting and video based shoots
- Resolved problems, such as copyright infringement and royalty sharing with outside producers and distributors
- Coordinated or participated in promotional activities or trade shows to market products or services
- Drove continuous improvement of project delivery process by providing strong leadership.
- Made changes to project scope and cost and implemented most effective change management processes to keep project up-to-date.
- Reviewed project risks and devised proactive strategies to avoid potential roadblocks.
- Generated and tracked change orders and other contractual modifications affecting budget and schedule.
- Modified project plans when needed to better align with organizational objectives.
- Introduced enhancements to established products to increase sales.
- Created project plans with established timelines, assigned to appropriate teams and managed workflow throughout construction.
- Led meetings with internal team members, consultants and contractors.
- Forecasted, scheduled and monitored project timelines, personnel performance and cost efficiency.
- Developed solutions to project risks and issues, meeting quality and timeline goals and objectives.
- Created team objectives and roles with specific goals outlined for each individual.
- Determined project staffing needs and led resource management.

**Store Manager**, 04/2019 - 10/2020

**Claire's Accessories** – Glenwood Springs, CO

- Manage a team of 25+ within Asana to ensure the team is on track.
- Work cross departmentally with the marketing team, product development, graphic design, video production etc
- To execute projects
- Attend, annotate and contribute to planning meetings.
- Recommended improvements to established business processes, enabling better project turnaround timeframes
- Manage daily task creation and weekly task creation.
- Collaborated across teams to define goals and commitment to timelines and deliverables
- Performed quality assurance on deliverables to adhere to client objectives and inputs
- Managed inter-project dependencies and risks to create successful outcomes
- Applied project management tools and techniques, driving project- related change management
- Worked with key stakeholders to develop clear understanding of business needs
- Defined project goals, aligning with strategic objectives.
- Provided clear direction to internal teams, setting expectations and due dates for deliverables
- Developed relationships with appropriate client stakeholders.
- Leveraged project management software to facilitate project workflow
- Assigned tasks to appropriate resources within company.
- Developed presentations to communicate project status to stakeholders
- Pivoted quickly between tasks, adapting to shifting expectations and client goals
- Created training guides and standard operation procedures to lead the team to success.
- Trained and mentored associates to teach daily tasks and procedures.
- Balanced sales, reconciled cash and made bank deposits to facilitate opening and closing duties.
- Managed inventory tracking and physical inventory counts to minimize loss.
- Monitored employee performance and identified performance gaps for corrective action.
- Prepared weekly schedules to verify proper floor coverage within fiscal guidelines.
- Completed thorough opening, closing and shift change functions to maintain operational standards each day.
- Enhanced customer satisfaction and store operations through relationship building and daily problem-solving.
- Delivered excellent customer service and adhered to standard practices to maximize sales and minimize shrinkage.
- Evaluated store performance and incorporated feedback to implement improvement plans.
- Reviewed customer feedback to make operational improvements and promote satisfaction.

**Sales Lead And Training Ambassador**, 05/2014 - 08/2019

**Pier 1 Imports** – City, STATE

- Create scheduling within scheduling platforms to ensure the team was staffed
- Hold interviews and grow the team through the hiring process.
- Handle Hr conversations, disciplinary conversations and staffing needs
- Manage day to day operations.
- Create training manuals, guides, checklists etc.
- Created and distributed training materials and programs to staff members
- Researched industry and competitor trends to develop new products and improve marketing techniques
- Evaluated customer feedback and complaints to locate weaknesses and improve service
- Addressed employee issues, performed corrective actions and terminated employment when necessary
- Coordinated employee schedules according to availability and made staffing adjustments to cover shifts
- Communicated with vendors regarding contracts and financial responsibilities
- Analyzed sales numbers and performance metrics to locate deficits and implement process improvements
- Co
- Solved problems and resolved conflicts for team members and customers
- Arranged store cleanings and renovations during periods of low customer traffic
- Stocked and organized products in storage spaces and retail shelves.
- Organized and guided activities such as sales promotions requiring coordination with other department managers
- Directed and coordinated activities of businesses or departments concerned with production, pricing, sales, or distribution of products
- Demonstrated and supported continuous improvement and growth mindset.
- Mentored and onboarded new staff members to establish top client satisfaction.
- Evaluated effectiveness of training programs and recommended improvements to upper management.
- Collaborated with senior and department leaders to develop and implement workforce plans
- Identified areas for improvement in training programs and collaborated with training team to implement changes.