

# JESSICA CLAIRE

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## WEBSITES, PORTFOLIOS, PROFILES

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## PROFESSIONAL SUMMARY

Proficient Digital Marketing Consultant skilled in developing and optimizing online marketing plans with proven record of success in building brand awareness and increasing followers, excellent abilities in paid media. Able to develop vision and achieve objectives through the execution of integrated plans that optimize acquisition, engagement and revenue goals. Good customer relations, project oversight and prioritization skills.

## SKILLS

- Paid Media
- Content generation and asset management
- Strategic networking
- Lead generation
- Online marketing and advertising
- Brand development and awareness
- Progress tracking
- Goal setting
- Copywriting abilities
- Promotions planning skills
- Campaign development experience
- Pricing structures knowledge
- Sales strategy familiarity
- Background in government marketing
- Event planning
- Skilled negotiator
- Market research expertise
- Competitive analysis
- Digital advertising
- Account management
- Excellent written and verbal communicator
- Brand development
- Enthusiastic team player
- Presentations
- Social Media Listening
- Fluent in Spanish & English
- Google Analytics
- Dedicated team player
- Exceptional problem solver
- Media relations
- Strategic media placement
- Direct marketing campaigns
- Content programming
- Marketing background
- Photography abilities
- Producing content
- Content marketing
- Risk management processes
- Understanding of content
- Web content management

## WORK HISTORY

### Digital Strategy & Media Planning, 11/2019 - Current

Alliancebernstein Holding Lp – Miami, FL

- Social Media and Programmatic Media Planning/Buying.
- Identified trends through assessment of competitor activities.
- Analyzed and monitored engagement processes to determine site glitches.
- Established core metrics for projects based upon client needs.
- Managed customer digital marketing strategies to meet client goals and objectives.
- Monitored metrics such as redirects, click and bounce rates and other KPIs to proactively optimize campaigns.
- Planned, implemented and maintained successful SEO strategies.
- Optimized campaigns by reviewing performance on a weekly basis to assess trends and implement tests.
- Collaborated with content contributors to build optimization strategies.

### Digital Media Buyer // Programmatic Media Buyer, 12/2018 - 10/2019

KOI IXS – City, STATE

- Purchased and monitored advertising space in different publications for companies
- Collaborated with media planners and developed great working relationships, which helped in identifying targeted audiences for media campaigns
- Supervised multiple clients and numerous media campaigns simultaneously and with continued success
- Identified the costs involved for media campaigns and provided this information to clients in highly detailed reports

### Content Strategist & Community Manager, 01/2017 - 10/2019

KOI IXS – City, STATE

- Social Media Listening Lead
- Managed social media accounts by composing content, engaging with followers in comments, monitoring activities, and researching trends
- Researched business needs, goals, marketing strategies, competitors and industry trends to guide public relations presentations and planning
- Protected company reputation and built loyal client base by working relentlessly to resolve problems and improve customer satisfaction
- Delivered an exceptional level of service to each customer by listening to concerns and answering questions
- Utilized platforms such as Sysomos, Brand24, Campaign Monitor, Mailchimp, Hootsuite, Sprout Social, Gain App and Basecamp on regular basis
- Monitored client accounts for questions and feedback to provide exceptional experience for customers

### Social Media Manager, 01/2013 - 01/2019

Freelance – City, STATE

- Aligned all visual design and brand messaging elements to ensure consistency across digital advertising and marketing platforms
- Monitored client accounts for questions and feedback to provide exceptional experience for customers
- Produced blog posts, pay-per-click ads, and promotional content
- Rolled out social media campaigns for clients, helping to meet goals and reach untapped potential customers
- Wrote social media content to increase engagement with customers
- Implemented and maintained an editorial calendar for clients' social media channels, which placed clients in position to reach KPIs

## EDUCATION

### Political Science and Government, 2015

01/2009 - 01/2015

Universidad de Puerto Rico - Rio Piedras

### High School Diploma: 2009

Colegio Sagrados Corazones - Guaynabo, PR

## CERTIFICATIONS

- Trading Academy Certified - Professional | The Trade Desk

- Trading Academy Certified – Connected TV | The Trade Desk

- Trading Academy Certified – Practitioner | The Trade Desk

- Trading Academy Certified – Specialist | The Trade Desk

- Trading Academy Certified – Strategist | The Trade Desk

- Digital Sales Certification | Google

- Google Ads Shopping Certification | Google

- Google Ads Search | Google

- Google Ads Display Certification | Google

- Google Ads Mobile | Google

- Google Ads Fundamentals | Google

- Google Analytics Individual Qualification | Google

- Social Media Plan | Government Social Media

- Sprout Social Certification | Sprout Social, Inc

- Hootsuite Certified Professional | Hootsuite