

JESSICA CLAIRE

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SKILLS

- Marketing Collateral Development
- Communications Strategy
- Brand Management
- Communications Leadership
- Lead Generation
- CRM Platforms
- Customer Service
- Sales Forecasting
- Spokesperson Experience
- Supervision & Leadership

EDUCATION

London School of Public Relation
Jakarta, INDONESIA • 11/2012

Master of Science: Marketing Communication

Bogor Agricultural University
Bogor, INDONESIA

Bachelor of Science: Agronomy And Crop Science

CERTIFICATIONS

- Indonesia Accredited Public Relations Jan 2020-Jan 2023

SUMMARY

Accomplished marketing professional with demonstrated success developing and implementing strategic approaches to drive market growth and bottom-line profitability. Strong communicator with natural leadership talent and high energy. Impactful and successful manager talented in building teams and motivating personnel to new levels of performance.

EXPERIENCE

Financial Engines - Communications Manager
Colorado Springs, CO • 04/2018 - 03/2021

- Led communications department with 450 employees, delivering consistent job training to improve skills.
- Gathered and analyzed market data to influence business decisions.
- Created communications strategic plans to achieve company's branding goal as the best Japan tourism destination company travel.
- Developed and executed IDR 2 billion (\$1.5 million) budget for communications department, resulting in 30% reduction in marketing communication expenditures.
- Identified client groups and audiences, determining best way to communicate publicity information.
- Coordinated positive media interviews and events sponsorships.
- Assigned, supervised and reviewed activities of public relations staff.
- Drafted speeches for company executives and arranged interviews and other forms of contact.

Schneider Electric - Business Development Manager
Colorado Springs, CO • 03/2016 - 03/2018

- Maintained open and ongoing communication with clients to meet needs and expectations.
- Established new customer accounts using negotiation and sales closing abilities.
- Determined business development opportunities and implemented effective strategy for client acquisition.
- Leveraged cold calling, in-person visits and referrals to build leads.
- Developed short-term and long-term vision and strategy to achieve targeted sales objectives.
- Generated leads and capitalized on valuable business opportunities to bring in new company revenue and improve bottom line profit.
- Resolved customer complaints regarding sales and service.

Spendbridge - Agricultural Labor Practices Manager
Rancho Cucamonga, CA • 04/2015 - 02/2016

- Planned sustainability project for the company's tobacco field area proposing child labor prevention resulting in protecting farmer's children from under age labor.
- Supported the "People" pillar of the organization's sustainability strategy.
- Promoted fair and safe labor practices in partners' tobacco growing areas.
- Coordinated with Phillip Morris International to achieve sustainability programs.
- Providing data to Human Rights Watch on numbers of incident (of child labor) against our program on protecting children from child labor.

Loma Linda University Medical Center - Marketing Communications Staff
City, STATE • 10/2013 - 03/2015

- Created and managed individualized strategies to engage target demographics.
- Produced professional, fresh and engaging copy with consistent brand messaging.
- Coordinated mock-ups and preliminary layout designs for print collateral to keep implementation in line with customers' vision.
- Planned advertising campaigns for online, print and other mediums.
- Tracked communications strategies, advertising campaigns and marketing approaches to measure successes and failures.

Prisma Public Relations (PR Agency) - Account Executive
City, STATE • 07/2011 - 07/2013

- Managing events, building good relations with partner and communities for our main client "US Embassy"
- Helping Hitachi Indonesia with Public Relations strategy.
- Writing press release for Djarum Black (cigarette brand) events.

Eureka (English Training School) - Startup Founder
City, STATE • 02/2009 - 07/2011

- Devised organizational vision, mission and foundational structure to facilitate early growth.
- Examined and conducted market analysis to discover target market and demographic audience.
- Hired and trained new department managers to increase team oversight and productivity.
- Conferred with staff, board members and officials to coordinate activities, resolve problems and discuss issues.
- Exceeded sales goals through upselling and cross-selling within existing client base as well as strategically attracting new business.
- Hired, trained and mentored 10 staff members to maximize productivity.

Reuters - Thomson Reuters - Intern News Reporter
City, STATE • 03/2006 - 11/2006

- Covered Natural Disaster, Environmental and Lifestyle issues to provide pertinent news coverage.
- Researched story background information to provide complete and accurate information.
- Gathered information and developed perspectives about news subjects through research, interviews and observation.
- Reported news stories for publication or broadcast, thoroughly describing background and details of events.
- Analyzed and interpreted news and information received from various sources to broadcast information.
- Arranged interviews with witnesses and bystanders, providing first-hand accounts of stories.
- Translated interview from Indonesian to English.

Bogor Agricultural University - Communication Officer
City, State • 12/2003 - 08/2005

- Directed public relations, media relations and crisis communications campaigns.
- Running Dies Natalies program (the university anniversary)
- Writing press release for local and national medias.

ACCOMPLISHMENTS

- Community College Summit Initiative Program Scholarship from US Government at 2009, Parkland Community College, Champaign Urbana, IL.

- The Best Student Activities of Bogor Agricultural University at 2005