

Jessica Claire

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LINKS

- JessicaALLAIN.COM

PROFESSIONAL SUMMARY

I am a Creative Graphic Artist and Designer with talent for developing unique custom artwork. I have an innovative approach to idea and concept development. OffJessicag 8 years of expertise overseeing individual projects and brand development collections. I am also a performance-driven Marketing Manager skilled in creating marketing plans and leading successful product launches, promotions and development. I am well-versed in SEO content creation, social media audience engagement and brand management. My education and experience from owning my own business helped me become a proficient Graphic Designer knowledgeable about logos, marketing materials and website design. I've demonstrated success at providing complete business services to corporate clients.

Along with my creative strengths I am an accomplished Assistant Store Manager at a well known upscale clothing company, skilled at building atmosphere of collaboration and performance excellence to provide every customer with exceptional experiences and promote brand loyalty. At Homage I effectively oversee and align processes with dynamic conditions while increasing efficiency and maximizing profits. I strive to be determined and passionate with excellent capabilities in building strong and successful teams and creating positive working environment.

ACCOMPLISHMENTS

- Recognized in The New York Times for The Royal Wedding, Megan Markle 's wedding dress design article.
- Recognized by USA Today for Portrait of Queen of The South TV series .
- Created artwork for an article featured in "Cincinnati Magazine," about local businesses.
- Won Scholastic Art Award for "Fat America" Oil Painting .
- Designed the Store Front and interior of an upscale boutique in Over the Rhine, Cincinnati, OH.

SKILLS

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| <ul style="list-style-type: none">Key decision makingTeam LeadershipWebsite GraphicsProduction LayoutsImage ManipulationCorporate BrandingAdobe Creative SuiteIllustrationLogo designInnovationStaff ManagementCommunications managementBrandingSales expertiseCampaign developmentProject Management | <ul style="list-style-type: none">Digital marketingAnalytics and SEOProject Management AbilitiesPhotography CompositionDigital GraphicsBranding StrategiesDigital designVisual designTime managementSchedulingProduct promotionsMedia relationsSEO and analyticsAdvertising understandingMarketing and advertisingGraphic design |
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WORK HISTORY

MARKETING DIRECTOR, GRAPHIC DESIGNER

11/2019 to CURRENT

Cole Haan | Williamsburg, VA

- Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
- Deployed well-coordinated campaigns, events and public relations strategies to facilitate smooth and successful.
- Orchestrated and implemented re-branding of company website & social media department to improve sales and maximize effectiveness.
- Coordinated with creative team to generate dynamic marketing content and communication tools for promotional campaigns.
- Assessed and strengthened client digital presence, including rewriting website copy, authoring blog posts and updating social media platforms.
- Maintained in-depth understanding of company products and customer buying preferences.
- Promoted brand identity by creating company logos and delivJessicag attractive, user-friendly and unique website.
- Developed site navigation by categorizing content and funneling traffic through content.
- Chose domain names, completed registrations and maintained website and web hosting account.
- Coordinated, created and scheduled content, designs and periodic updates to company website.
- Developed collateral such as display, marketing and packaging materials to support product branding strategies.

ASSISTANT STORE MANAGER

04/2018 to CURRENT

Tommy Bahama | Pasadena, TX

- Promoted professional growth and facilitated talent development of each associate to drive performance excellence.
- Managed opening and closing procedures and recommended changes to enhance efficiency of daily activities.
- Rotated merchandise and displays to feature new products and promotions.
- Applied performance data to evaluate and improve operations, target current business conditions and forecast needs.
- Assisted team members with delivJessicag friendly, knowledgeable service by applying proactive monitoring and corrective action strategies.
- Reviewed performance data to monitor and measure productivity, goal progress and activity levels.
- Helped with planning schedules and delegating assignments to meet coverage and service demands.
- Performed investigations on market flows to identify seasonal trends and forecast consumer needs.
- Generated repeat business through exceptional customer service and responded to customer concerns with friendly and knowledgeable service.
- Developed and managed employee schedules, balancing individual requests and requirements with business needs.
- Served as floating manager-on-duty, MOD, to cover shift shortage.
- Assisted Manager in interview process of prospective employees and provided feedback.

STOCK COORDINATOR

01/2016 to 05/2016

Wheels Up | Philadelphia, PA

- Created balanced pallets to support efficient and safe sales floor replenishment.
- Maintained well-organized restocking areas to avoid blocking aisles or creating safety hazards.
- Alternated goods in inventory by observing first-in/first-out approach to keep shelves organized and properly stocked.
- Used hand-held devices and computers to record and monitor inventory levels and completed audits to uncover and address inaccuracies.
- Checked packages and merchandise for damage and quickly notified vendors to request replacements.
- Unloaded arriving product stock and moved to store display areas.
- Placed products in correct storage locations to keep stock areas organized and inventory counts accurate.

EXECUTIVE ASSISTANT

01/2013 to 12/2013

Society Of St. Vincent DePaul | City, STATE

- Organized envelopes, postage and mail correspondence for staff and management, maintaining postage meter and coordinating with delivery and courier services.
- Promoted team productivity by keeping supplies organized and well-stocked.
- Managed external contacts for CEO and kept track of periodic communication needed for priority contacts.
- Responded to emails and other correspondence to facilitate communication and enhance business processes.
- Allocated executive tasks and managed complex calendars and administrative functions.
- Managed office inventory by restocking supplies and placing purchase orders to maintain adequate stock levels.
- Handled logistics, catJessicag, agendas and travel arrangements for meeting and event planning for board of directors, president and executive vice president.

EDUCATION

High School Diploma

05/2012

Princeton High School, Cincinnati, OH

NoDegree | Applied Graphic Communication

University of Cincinnati, Cincinnati, OH