



JESSICA CLAIRE

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SKILLS

- Strategic planning: Experienced in developing and executing strategic plans to achieve business goals and objectives.
- Marketing strategy: Experienced in developing and implementing marketing strategies to increase brand awareness, generate leads, and drive sales.
- Business strategy and planning: Experienced in developing and implementing business strategies and plans to improve profitability and ensure long-term success.
- Sales and marketing: Experienced in developing and executing sales and marketing strategies to drive revenue growth and achieve business objectives.
- Digital marketing: Experienced in developing and implementing digital marketing campaigns across various channels, including email, social media, and display advertising.
- Google Analytics: Experienced in analyzing website traffic and user behavior using Google Analytics to inform marketing strategies and improve website performance.
- Google Ads: Experienced in creating and managing Google Ads campaigns to drive traffic, leads, and sales.
- Search engine marketing: Experienced in optimizing search engine marketing campaigns to improve visibility, drive traffic, and increase conversions.
- Customer relationship management: Experienced in managing customer relationships and improving customer satisfaction through effective communication and problem resolution.

EDUCATION AND TRAINING

Symbiosis International University
Pune, — P RESENT • 2026

MBA: Customer Relationship Management

Sikkim Manipal Institute Of Technology, UNE, DAV Durgapur Sikkim • 2016

BBA: HR, Marketing

DAV, Model Durgapur Durgapur • 2013

class 12: Commerce

DAV, Raniganj Raniganj

Class 10

CERTIFICATIONS

- Black Belt Certified Six Sigma
- Green Belt Certified Six Sigma
- Yellow Belt Certified Six Sigma
- White Belt Certified Six Sigma
- Lean Six Sigma
- Google Ads

SUMMARY

I am an experienced professional with a strong background in customer service, strategic planning, marketing, and business strategy. I have a proven track record of delivering exceptional customer experiences, managing customer escalations, and providing feedback to drive process improvements. Additionally, I am skilled in digital marketing, including Google Analytics, Google Ads, and search engine marketing. I am a strategic thinker with a talent for developing and executing plans that drive revenue growth and achieve business objectives. I am also a collaborative team player with excellent communication and problem-solving skills.

EXPERIENCE

Infosys Ltd - Digital Media Senior Associate
Folsom • 11/2020 - 05/2023

- **Process: Google Ads**
- Responsible for setting goals for all the individual members in the team and following a cadence to track the growth path for all the members.
- Driving the succession plan for the team by preparing a learning calendar & ensuring personal development of all the team members.
- Creating and finalizing attractive and relevant landing pages for Goggle ads
- Checking and monitoring existing ad campaigns and making recommendations on how to optimize and update them
- Providing complete support to Advertisers and Account Managers with optimization tips for their accounts
- Google Ads and Google Analytics via all contact channels
- Troubleshooting from basic login issues till complex Analytics problems and providing best resolution within TRT along with optimization tips and best practices
- Designed creative campaigns to raise awareness and increase sales.
- Improved search engine optimization to increase quantity and quality of website traffic.

Achievements:

- Promoted as acting Subject Matter Expert (SME), demonstrating in-depth knowledge of the product and support processes and the ability to train and mentor new hires.
- Part of the escalation team, handling all supervisor calls, resolving issues in a timely and professional manner to ensure high levels of customer satisfaction.
- Received Star Performer award for the month of October and January, recognizing outstanding performance and contributions to the success of the team.
- Received Touch Stone award for maintaining a 100% score on Quality, demonstrating a commitment to delivering high quality customer service and support.
- Tracked communications strategies, advertising campaigns, and marketing approaches to measure successes and failures, providing insights and recommendations to improve performance and increase customer engagement.

Infosys Ltd - Senior Process Associate
Fort Myers • 03/2020 - 11/2020

- **Process : Optus**
- Supporting customer queries via chats and outbound calls
- Handling customer and partner complaints using available resources
- Identifying and resolving escalations on priority
- Performed end-to-end order processing for a telecommunications client, ensuring accuracy and timely completion of orders.
- Handled complex order requests and escalated issues to appropriate parties when necessary.
- Trained and mentored new hires on order processing procedures and best practices.
- Assisted in the development and implementation of process improvements to increase efficiency and productivity.

Mcdonald's - Senior Process Associate
Brewer • 03/2017 - 01/2020

- **Process: US Smartphone Division (Google Pixel)**
- Provided technical support for Google Pixel smartphones, troubleshooting issues and providing solutions to customers via phone and email.
- Handled customer escalations, resolving issues in a timely and professional manner to ensure high levels of customer satisfaction.
- Provided feedback for process improvement, identifying areas for improvement and collaborating with cross-functional teams to implement solutions.
- Conducted monthly and weekly audits and provided feedback to teams based on audit results, helping to drive continuous improvement in customer service and support.
- Supported the Nesting Team as a Subject Matter Expert (SME) and Trainer, providing guidance and training to new hires and ensuring consistent adherence to process and quality standards.
- Utilized internal tools and resources to log customer interactions and track issue resolution progress.
- Participated in ongoing training and development programs to stay up-to-date with the latest product knowledge and support techniques.
- Collaborated with cross-functional teams, including product development and quality assurance, to identify and report product defects and customer pain points.

Achievements:

- Cleared training and nesting in one attempt, demonstrating a strong understanding of product knowledge and customer support techniques.
- Awarded as top performer in nesting, recognized for consistently exceeding performance targets and contributing to the success of the team.
- Maintained a high level of performance on the floor for four quarters, consistently meeting or exceeding customer satisfaction targets and achieving top rankings among peers.
- Awarded for being the Top performer in Agent Satisfaction (ASAT) received from the customers, reflecting a commitment to providing excellent customer service and support.
- Moved into support team (acting SME) within 12 months of clearing nesting, demonstrating strong performance and a willingness to take on additional responsibilities.
- Received client appreciation for monthly performance, recognizing contributions to the success of the team and the overall business.
- Audited emails and chats for the team as an additional responsibility, demonstrating attention to detail and a commitment to ensuring high quality interactions with customers.

Sutherland - Customer Service Representative
City • 09/2016 - 02/2017

- **Process: Uber (US drivers)**
- Responded to customer and partner queries via email, providing prompt and accurate information to address their concerns.
- Handled customer and partner complaints using available resources, resolving issues in a timely and professional manner to ensure high levels of customer satisfaction.
- Identified and resolved escalations on priority, demonstrating the ability to prioritize and manage multiple issues simultaneously.
- Utilized internal tools and resources to log customer and partner interactions and track issue resolution progress.
- Participated in ongoing training and development programs to stay up-to-date with the latest product knowledge and support techniques.

ADDITIONAL INFORMATION

Alternative contact number - 7001730942
DOB - 1st June, 1995