

# JESSICA CLAIRE

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## SUMMARY

I bring a highly unique combination of left and right brain attributes- extremely organized and highly creative at the same time. I have worked in a variety of roles from large corporation to small start up business allowing me to touch every aspect of business. Having worked in a large corporation and then developing my own small product business, I have a unique window into every aspect of running a business. I am excited and motivated to work in a collaborative setting after years of running a small business solo.

## SKILLS

- Highly Creative & Organized
- Excellent oral & written communication
- Self-starter
- Deadline-driven
- Compassionate and active listener
- Detail-oriented
- Skilled multi-tasker
- Culturally-sensitive
- Project & Production line management
- Systems implementation
- MAC, PC, Google Suite, Quickbooks, Shopify
- Spanish Speaker
- Creative team collaboration
- Budget adherence
- Visual product development
- Art composition

## EXPERIENCE

### **Owner/Designer/Executive Creative Director, 06/2010 - Current**

**Darling Ingredients, Inc.** – Bastrop, TX

#### **MARKETING & SALES**

##### **Roles and Responsibilities**

- Managed and directed the development of company brand identity, website design, social media presence, online ads, and printed collateral.
- Organize, manage, art direct & style all product photoshoots.
- Collaborate with photographer to develop consistent, on-brand imagery.
- Present products at sales events and tradeshows for increased brand awareness.

##### **Outcomes**

- Grew wholesale and hospitality accounts from 0 to 74 accounts across 60 cities, including international accounts in Tokyo, Seoul & Paris.
- Developed direct sales stream through in-person events and online presence.

#### **PRODUCTION**

##### **Roles and Responsibilities**

- Design and development of all NPG brand products- including tabletop linens, global vintage textile pillow collections, and various children's products.
- Oversee all aspects of product execution, including progress of each phase, quality of workmanship and product deliverable timelines.

##### **Outcomes**

- Successfully outsourced production to a local Portland manufacturer, Spooltown.
- Developed "Gathered Goods" brand and established mutually beneficial trade relationships with international artisans in Mexico, India, Africa & Afghanistan.
- Successfully negotiated contracts with key suppliers, Telio & Cie and Guterman, establishing favorable, competitive pricing for primary raw goods.

#### **ADMINISTRATIVE**

##### **Roles and Responsibilities**

- Research, resource and develop purchasing accounts for all raw materials.
- Oversee assistants, sewers and social media manager.
- Manage backend of web shop on Shopify.
- Manage outsourced bookkeeping, accounting and IT.

### **Photo Producer/Art Director, 09/2004 - 06/2007**

**Gap** – City, STATE

#### **PHOTO PRODUCTION**

##### **Roles and Responsibilities**

- Managed \$1.2 M annual budget and participated in all annual budget development meetings.
- Mentored freelance artists (wardrobe, hair & makeup, etc) on quality standards and improvements.
- Produced and managed all photoshoots for on-figure product page photography and lay-down marketing photography for web (approximately 1500 on-figure assets & 200 lay-down assets per quarter). Produced in-house brand projects and website video clips (1 per quarter).
- Organized and managed seasonal casting for women's, men's, women's body, and maternity photo shoots.
- Maintained estimate sheets for 10 photo shoots per quarter with estimated and actual data for each shoot..
- Maintained weekly metrics for photography shot counts.

- Collaborated with cross functional teams including: in-house studio manager, account manager, assistant account manager, digital artist team, planning & merchandising to complete projects on tight deadlines.

- Hired and managed a freelance team of 15 including art directors, stylists, assistant stylists, hair & makeup artists, and caterers.

##### **Outcomes**

- Negotiated model rates & fees down 50% for all on-figure photography.
- Successfully resolved a range of complex artistic development issues for both freelance artists and staff team members.
- Consistently met demanding schedules and deadlines for photography and video projects.
- Successfully met the financial team's mandate to increase daily shot count by 57%, significantly decreasing cost per shot.

#### **ART DIRECTION**

##### **Roles and Responsibilities**

- Art directed product page on-figure shoots.
- Interpreted and represented brand aesthetic through the art direction of online catalog product pages.

##### **Outcomes**

- Established consistent visual direction for website product pages.

### **Office Manager, 11/2001 - 10/2004**

**Figure Plant** – City, STATE

##### **Roles and Responsibilities**

- Co-authored business plan with owner, David Fredrickson.

- Managed and maintained AP/AR, budgeting and cash flow.

- Developed and maintained marketing assets including printed and web-based portfolios.

- Generated marketing leads and initiated early business development activities.

- Wrote professional business correspondence.

##### **Outcomes**

- Reduced financial discrepancies by moving financial record keeping from hand kept documents to Quickbooks.

- Assisted in the establishment of a successful, 22 year design and fabrication business.

### **Freelance Wardrobe & Prop Stylist, 06/1999 - 09/2004**

**Artist Untied** – City, STATE

##### **Roles and responsibilities**

- Shopped all wardrobe and fitted models for on-figure photo shoots for print and commercial projects according to art director's specifications.

- Coordinated with hair and makeup teams to verify models maintained consistent, specific image during events.

- Employed on-trend shoes, jewelry, headwear and other accessories to complement designer outfits.

- Maintained acute awareness of current fashion trends.

- Cultivated and maintained relationships with local prop and wardrobe houses.

- Kept meticulous organization of all clothing and accessories used for commercials and photo shoots.

- Remained composed, positive and professional during long shoot days.

##### **Outcomes**

- Meticulously followed client guidelines to ensure brand consistency across campaigns and marketing programs.

- Fostered productive, professional working relationships with fellow artists, craftspeople, vendors and media representatives.

- Contributed creative ideas during strategic and conceptual brainstorming sessions.

- Consistently adhered to all internal delivery schedules.

## EDUCATION AND TRAINING

- Bachelor of Arts: Spanish And Women's Studies, 06/1998**  
**University of Oregon** - Eugene, OR
- Business Planning, 06/2003  
**Renaissance Entrepreneurship Center** - San Francisco
- Various Courses in Transpersonal Psychology, 06/2015  
**Clearmind International** - Vancouver BC
- Various Courses in Applied Arts & Crafts  
**Wildcraft Studio School** - Portland, OR