

Jessica Claire

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Professional Summary

Forward-thinking digital Sr. Media Planner offering 5+ years of related experience, results-driven approach and dedication to achieve remarkable client results across multi-platform digital media distribution. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand. Considered ambitious, creative, and team-oriented.

Accomplishments

- Supervised team of five staff members.
- Developed skills resource library for New Hire training program.
- Founder and creator of ARM's first Diversity and Inclusion committee called "SEEN".
- Collaborated with Sr. Planner team to lead, develop, survey and create training initiatives to improve media efficiencies and processes across client teams.
- Rudy award recipient to acknowledge excellent work ethic and grit.

Skills

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| • Creative Idea Development | • Processes and Efficiencies Development |
| • Project Management | • Media Buying |
| • Account Management | • Post Buy Analysis |
| • Budget Management | • SBMS Media Software |
| • Team Leadership | • Driving results |
| • Optimizing Digital Channels | • Communication |
| • Time Management | |

Work History

Senior Digital Media Planner, 01/2019 to 05/2021

Dentsu Aegis Network – Richmond, VA

- Cultivated and maintained strong relationships with various media partners and hosts across Youtube, podcast, terrestrial and national radio, satellite, and streaming channels to effectively vet, negotiate, manage ad availability, and present strong opportunities.
- Managed quality control and established optimization levels to assist in exceeding client KPI goals.
- Owned tactical items for campaign management such as code set up, product samples, influencer calls, schedule changes, among other campaign management tasks. Delegated tasks to Media Planners as necessary.
- Strong knowledge of attribution/pixel based tracking for podcast advertising. Peloton account budget grew more than 15% YOY utilizing pixel tracking only content with 80% of shows on media plan meeting client revenue goal for consecutive weeks.
- Client accounts: Zip Recruiter, Hims, Solo Stove, Ring, Peloton, Indochino

Account Manager Society6 Account, 06/2017 to 01/2018

Ad Results Media – City, STATE

- Developed strategic plan for client including campaign development and performance optimization, all while adhering to client budgets.
- Worked with client to understand KPI's and optimize to achieve results.
- Responsible for campaign management, project management, and media logistics for 15 shows and hosts.
- Created and presented weekly reports and made performance recommendations based on client KPI's and performance goals.
- Partnered with Analytics team to ensure proper build out and accuracy of outputs in client reporting.
- Reconciled monthly billing and working with finance to ensure accurate billing.
- Worked with internal groups to ensure all tactical elements related to client and campaigns are executed properly.

Jr. Media Buyer, 12/2015 to 12/2018

Ad Results Media – City, STATE

- Sourced, negotiated, researched, bought and optimized media schedules on behalf of clients across various media channels including podcasts, terrestrial and national radio, satellite radio, and digital streaming audio to help present strong opportunities to clients.
- Managed and resolved all spot discrepancies with networks and show hosts and ensure that buying software (SBMS/Strata) remained updated and reconciled.
- Owned tactical items for campaign management such as endorser profiles, promotion code set up, product sample seeding, influencer onboarding calls, schedule changes, among other items for 100+ shows.
- Worked with internal compliance teams and network partners to ensure all tactical elements related to client and campaigns were executed properly.
- Client Accounts: Proflowers, Shari's Berries, Zip Recruiter

Education

Master of Arts: Journalism, 05/2015

University of North Texas - Denton, TX

Bachelor of Science: Kinesiology, 05/2013

University of North Texas - Denton, TX

Certifications

- Digital Marketing Certification with American Marketing Association and DMI Institute- In Progress