

Jessica Claire

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WORK HISTORY

DIGITAL MEDIA BUYER

2016 to CURRENT

Marshfield Clinic | Chetek, WI

- Ran campaign for presidential primary Super PAC (Facebook wrote a case study about it)
- In charge of all paid media, reporting and analytics for agency
- Manage \$4MM+ annual social media budget across 15+ clients
- Generate consistent net revenue for eCommerce and nonprofit clients
- Drive millions of pageviews and video views for publisher clients
- Work directly with client contacts to guide paid media strategy and analyze performance

ACCOUNT SUPERVISOR

01/2014 to 11/2015

Advantage Sales And Marketing, LLC | Orlando, FL

- Acted as primary point of contact for clients, internal creative team, freelancers, and vendors
- Developed internal processes, strategy, and reporting framework for clients
- Managed schedules and approvals for creative team and freelancers
- Executed Facebook ad campaigns and email marketing campaigns
- Organized schedules, cast, crew, and locations for all video and photo shoots

ACCOUNT EXECUTIVE

01/2012 to 01/2014

Foursquare | Seattle, WA

- Planned, implemented, optimized, and reported on online media programs
- Managed creative projects and PR campaigns from start to finish
- Prepared and led client presentations and internal weekly meetings
- Participated in research and branding projects

EDUCATION

Bachelor of Arts | Mass Communication

2011

Texas State University, San Marcos, Texas

- Graduated Summa Cum Laude with 4.0 GPA
- Completed internships at Austin radio station (KROX) and PBS TV station (KLRU)
- Worked for campus radio station and brought sponsorship sales to record high

PLATFORM EXPERIENCE

- | | |
|----------------------|-------------------------|
| • Google AdWords | • Facebook Power Editor |
| • Google Analytics | • Twitter Ads |
| • Google Tag Manager | • LinkedIn Ads |
| • DoubleClick | • Microsoft Excel |