

# Jessica Claire

📍 Montgomery Street, San Francisco, CA 94105    📞 (555) 432-1000    ✉️ resumesample@example.com

## 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
- Google Analytics
- Google Tag Manager
- DoubleClick
- Facebook Power Editor
- Twitter Ads
- LinkedIn Ads
- Microsoft Excel