

Jessica Claire

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

Summary

Versatile Digital Web Specialist who drives company growth through creative and innovative marketing strategies. Skilled at analyzing market trends and customer needs to develop highly-effective and targeted marketing campaigns.

Highlights

Microsoft Commerce Server, ASP.net, HTML, CSS, SEO, Adobe Dreamweaver, Adobe Photoshop, Adobe Acrobat, Microsoft Excel, Microsoft Word, Scene7, Wordpress, Google Analytics

Experience

Digital Marketing Specialist, 08/2016 to Current

Brooks Automation, Inc. – Rhode Island, TX

- Developing and executing all online marketing, email marketing and digital media promotions.
- Monitoring trends in the market and identifying relevant market research that may help promote the individual product brands.
- Developing a plan that communicates clearly, key concepts and benefits of individual products to the targeted audiences.
- Creating, articulating and implementing strategic and tactical marketing plans and campaigns.
- Create and produce all print and digital materials including banners, leaflets, trade-show handouts, and all other marketing collateral.
- Implement and manage StClaire Locator

Web Operations Specialist, 04/2015 to 08/2016

Balfour – Topeka, KS

- Perform day-to-day administration of the organization's web portfolio
- Manage product catalogs, as well as setup new products
- Content management and updates to the sites (13)
- Find, diagnose and fix website problems, including broken links, typographical errors, and formatting inconsistencies.
- Field incoming problem tickets and help desk calls from end users to resolve technical issues.
- Receive and respond to all e-mail messages for the Webmaster in a timely and courteous fashion.
- Create reports on site usage, key performance indicators and basic site analytics Work closely with customer service group to research and resolve customer issues.
- Perform QA testing.

Website Designer, 11/2012 to 04/2015

Northrop Grumman – Mclean, VA

- Develop and maintain client websites (100+)
- Find, diagnose and fix website problems, including broken links, typographical errors, and formatting inconsistencies.
- Maintain and update website graphics
- Develop and design user-friendly interface for different screen resolutions (Responsive Design)
- Develop and design E-Commerce websites
- Analytical reports using Google Analytics and Custom Reporting tools
- Generate and upload site maps
- Schedule and conduct meetings
- Provide internet technology support
- Managing MySQL Databases.

Education

2012

Quabbin Regional High School

Skills

Microsoft Commerce Server, ASP.net, Adobe Acrobat, Adobe Dreamweaver, Adobe Photoshop, Banners, Benefits, Catalogs, Content Management, CSS, Customer Service, Databases, E-Commerce, E-mail Marketing, Google Analytics, Graphics, HTML, Internet Technology, Managing, Marketing Plans, Market Research, Marketing, Marketing Collateral, Meetings, Microsoft Excel, Microsoft Word, MySQL, Online Marketing, QA, Reporting, Research, Webmaster, PPC