

Jessica Claire

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Summary

Results-oriented Communications Specialist with a focus on ensuring brand consistency and driving company growth through effective communication strategies. Skilled in developing and executing editorial calendars, monitoring social media channels, and collaborating with stakeholders to deliver clear and concise communication pieces. Strong understanding of brand tone and voice, ensuring appropriate messaging in all member-facing communications. Experienced in assisting web development teams with website maintenance, growth, and content updates. Independent worker with a proven ability to deliver high-quality results.

Skills

- Project management
- Social media planning and execution
- Digital marketing
- Market research and analysis
- Strategic marketing planning
- Brand awareness and lead generation
- Adobe Creative Suite

Experience

Communications and Digital Media Specialist, 09/2022 to Current

Prince George's County Association Of Relators – City, STATE

- Ensured all press materials, social media content, website content, and related media followed brand guidelines and marketing best practices, resulting in consistent brand representation and increased audience engagement.
- Developed and executed editorial calendar to organize campaign messaging across multiple communication channels, including online and print platforms, resulting in cohesive and effective communication strategies.
- Monitored all incoming messages on social media channels, promptly responding to inquiries, addressing concerns, and engaging with audiences to maintain positive brand image.
- Collaborated with association members and staff to understand marketing objectives and accurately translated them into clear, concise, and impactful communication pieces for campaigns and various media.
- Analyzed marketing summaries and metrics to evaluate quality and effectiveness of copy materials and methodologies, making data-driven adjustments to enhance results and drive desired outcomes.
- Ensured communications and brand tone and voice were appropriate for all member-facing communications, maintaining consistency and professionalism in messaging.
- Assisted web development team in website maintenance, growth, and content updates, contributing to overall improvement and user experience of the company's online presence.

Events and Marketing Assistant, 03/2021 to 09/2022

Energy Bar Association – City, STATE

- Chose facilities, inspected spaces and planned set up and execution to exceed client expectation.
- Applied industry knowledge and personal expertise to customize meetings, conferences and conventions to specific standards.
- Ensured all press materials, social media content, website content, and related media adhered to brand guidelines and marketing best practices, resulting in consistent brand representation and increased customer engagement.
- Managed communication pipelines through cross-functional work groups, promoting cohesive communication across departments and enhancing overall organizational efficiency.
- Organized and coordinated various events, including conferences, ensuring successful representation of the company and strengthening brand presence.
- Assisted in management of social media accounts, leveraging platforms to enhance brand visibility, engage with target audiences, and drive lead generation.
- Drove growth in event management business by continuously researching and implementing improved strategies to exceed client expectations.
- Demonstrated the ability to work independently and multitask, effectively balancing individual responsibilities while contributing to team goals.
- Proofread and finalized marketing communications and documentation prior to release.
- Maintained CRM system and marketing automation tools to keep data up-to-date.

Senior Leasing and Marketing Agent, 08/2019 to 03/2021

Asset Living – City, STATE

- Managed multiple projects simultaneously to drive overall business growth, resulting in a 50% increase in sales within a three-month period.
- Developed and executed social media planning strategies, effectively promoting marketing initiatives and ensuring community engagement.
- Devised a comprehensive digital marketing plan that increased brand awareness, generated leads, and drove sales by 15%.
- Conducted weekly market research, documented findings, and presented results to ownership, facilitating informed decision-making.
- Utilized market, social media, and interview research data to create, maintain, adjust, and execute strategic marketing plans.
- Increased company's social media presence by 35% through targeted messaging development and engagement with desired target audiences.
- Leveraged various social media platforms, including Instagram, Facebook, Twitter, and TikTok, to advertise and engage with consumers and prospects daily .
- Monitored campaign execution progress closely, collaborating with team members to ensure effective implementation and optimize results.
- Tracked social media metrics to determine audience growth rate, volume and reach.
- Maintained marketing database to keep customer and prospect files up to date.
- Distributed promotional information and incentives determined by marketing managers.

Education and Training

B.A.: Political Science

Towson University