

Jessica Claire

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SUMMARY

I am seeking a challenging position as an Associate Solutions Architect with Amazon Web Services, that will further enhance my knowledge while using my prior professional experience to carry out my duties. I will ensure that all proper company procedures are fulfilled simultaneously with customers' needs. I am ambitious, dedicated, enthusiastic and always willing to learn!

SKILLS

Programs & SaaS applications

- Joomla! Content Management System (CMS)
- HTML & CSS (basic knowledge)
- Constant Contact & AcyMailing
- Zoho Desk & Zendesk
- Microsoft Teams & Slack
- Ecwid E-Commerce Software
- Intercom
- Microsoft Office
- CampaignPilot, Facebook Ads Manager, Facebook Creator Studio, Instagram, Google Business Profile, Meta Business Suite

- QuickBooks

Other Skills

- Verbal and Written Communication (Typing Speed 70 wpm)
- Product Promotion
- Time Management
- Relationship Building
- Strategic Marketing
- Social Media Management & Marketing
- Digital Marketing
- Customer Relationship Management (CRM)

EXPERIENCE

Digital Marketing Manager, 06/2022 - Current

Dish Network Corporation – Roseland, NJ

- Promoted within the company from the previous Website Customer Support Specialist role.
- Develop online marketing strategies for around 15-20 Golf Course & Resort businesses.
- Work with 50+ contacts of golf course accounts including Owners, Golf Professionals and Marketing Directors to develop marketing plans, provide technical support and reach business goals.
- Write, create and schedule daily social media content to increase brand exposure, reputation and engagement with customers.
- Develop and deliver creative digital content including weekly email newsletters, flyers, pamphlets and unique campaigns using Canva to promote club events and drive revenue to the courses.
- Create, manage and schedule paid campaigns using Facebook Ads Manager with budgets over \$1,000/month.
- Analyze open rate statistics for email campaigns, track performance of ads and give recommendations to customers on how to improve traffic, click and conversion rates.
- Utilize Instagram, Facebook, CampaignPilot, Google and AcyMailing to promote products, services and content.
- Pitch ideas to customers of successful promotions and events in their line of business to help keep them informed on how they can increase revenue in a variety of ways.

Website Customer Support Specialist, 02/2021 - 06/2022

Wencor – Temecula, CA

- Support and service website clients working primarily in a SaaS B2B setting, with the content management systems Joomla and WordPress.
- Maintain the highest level of front-line customer service to our current customer base to keep the customer retention and satisfaction rate high.
- Conduct live software trainings and produce tutorials for customers to get them up and running on Joomla and other SaaS applications.
- Install various plugins to each customer's system based on their current needs and recommend additional products and services for their future business goals.
- Maintain customer websites using front-end technologies such as HTML and CSS.
- Troubleshoot email issues by requesting removal from domain blocklists to help ensure the highest rate of successful email deliveries.
- Work primarily with Zoho Desk and Zendesk web-based ticketing systems to handle escalated requests and provide solutions for customers.
- Embed social media widgets onto the websites to establish cohesiveness between all media channels.
- Perform accounts receivable duties including accepting credit card payments, investigating invoice disputes and always keeping sensitive customer and business information confidential.

Customer Service Specialist, 05/2016 - 09/2016

Nbc Universal – Dallas, TX

- Provided assistance in the implementation and training of software solutions to physician's offices across the nation.
- Generated leads and worked independently to create a pipeline of business.
- Researched industry trends and changes in government regulations for the purpose of developing persuasive arguments.
- Participated in marketing events in Central Florida to promote the product and educate the consumer.
- Worked collectively with the software developers for technical support and troubleshooting.

Account Executive, 04/2015 - 05/2016

A.D. Solutions-SHARP Electronics – City, STATE

- Researched and qualified new opportunities for office products and software solution services in Central Florida through various cold-calling techniques.
- Prepared and delivered sales presentations on capital equipment to top level executives ranging from IT Managers to CEO's.
- Provided ongoing training demonstrations to current and prospective clients on application and use of the equipment.
- Liaison between the Service and Installation Department, IT Department and Finance Department to ensure rapid response time and client satisfaction.
- Obtained clients from various vertical markets including Medical, Legal, Commercial, Industrial and Non-Profit.
- Managed contracts and equipment leasing to help transition the client over from their previous vendor.

EDUCATION AND TRAINING

Bachelor of Arts: Broadcast Communications, 12/2013

University of Central Florida - Orlando, FL

ACCOMPLISHMENTS

- Sandler Sales Training- President's Club (May 2015- May 2016)

CONNECT

- <https://www.linkedin.com/in/Jessica-Claire-265b23234/>