

JESSICA CLAIRE

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PROFESSIONAL SUMMARY

Highly creative senior designer and digital marketer, recognized for analytical thinking and over 10 years of experience managing multiple brands, with a proven history of producing elegant campaigns for print, web, e-mail, and social media marketing. Has driven strong results while managing and coordinating marketing campaigns across numerous product lines from concept through to completion.

SKILLS

- Brand Development
- Marketing and Advertising
- Customer Relationship Management
- Social Media Marketing
- Brand Awareness
- Marketing Strategy
- Campaign Management
- Competitor Analysis

EDUCATION

Emory University
Atlanta, GA • 05/2007

Bachelor of Arts: Psychology

Savannah College of Art And Design
Atlanta, GA

No Degree: Digital Publishing & Graphic Design

CERTIFICATIONS

- Springboard UX Design
- HubSpot Certification
- Hubspot Inbound Certification

WORK HISTORY

Icf International, Inc - Senior Designer

Baltimore, MD • 10/2018 - Current

- Developed standardized share of checkout campaigns and co-marketing strategies for high-value e-commerce partners.
 - Managed digital advertising strategy including analyzing cost, managing ad budgets and integrating learnings across Facebook, Brave Browser, Reddit, and Google.
 - Maximized advertising efforts by developing content for media relations, corporate communications and social media posts.
 - Studied demographic data to determine optimal targets, competitor offerings and unique messaging for product positioning.
 - Identified appropriate marketing channels and target customers for campaigns.
 - Coordinated with social media, public relations and other teams to execute product launches.
- Marketing Designer | October 2018–2020*

- Expanded the corporate brand by designing cohesive looks between elements such as logos and letterheads.
- Developed design deliverables that elevated, differentiated and functioned on-brand and on-strategy.
- Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
- Developed and managed design process for annual conferences and shows.
- Contributed design ideas in early planning stages with customers and project managers.
- Produced videos for social media, advertising and informational purposes from initial scope stage through to completion.

Kb Homes - Corporate Branding Consultant & Media Director

Arcadia, CA • 10/2010 - 07/2014

- Built an in-house media services department that supports sales and marketing by producing web, print, and video content.
 - Utilized specific technology platforms to solve complex interface problems for diverse client portfolio related to education.
 - Created innovative strategies to drive customer engagement.
 - Led web development, branding, and user-experience for multiple divisions and clients.
- Marketing Manager | November 2012–2014*

- Served as primary marketing resource for projects.
 - Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
 - Increased inbound lead generation and content creation through WordPress, social media engagement, email marketing, and video production strategies.
 - Designed unique prototypes user interfaces for web and mobile applications.
- Marketing Assistant | October 2010–January 2012*

- Integrated web sites with HubSpot marketing and CRM platforms to analyze data using Google Analytics, engage with customers, generate leads, and improve user-experience.
- Led implementation and adoption customer satisfaction initiative with HelpScout software, improving user-experience and customer success significantly.

Markstarr Multimedia - Design Consultant

City, STATE • 01/2008 - 01/2011

- Primary design consultant driving innovation for print media solutions.
- Accountable for quality assurance on over 100k printed pieces weekly, ensuring appealing design for niche audiences.
- Provided expertise for clients, driving inspiration for art design and promotion strategies on a variety of flyers, articles, and other print media.
- Managed all office pre-press and print run set up for digital and offset printers, resolving any technical issues and preventing delays for projects.