

JESSICA CLAIRE

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WEBSITES, PORTFOLIOS, PROFILES

- linkedin.com/in/JessicaClaire/

PROFESSIONAL SUMMARY

Goal-oriented marketing professional with expertise in data analytics, KPI tracking and campaign optimization. Gifted communicator and decisive planner with excellent project, time and strategy management skills. Innovative and cutting-edge with a discerning nature.

ACCOMPLISHMENTS

- Supervised team of 50+ staff members.
- Used Microsoft Excel to develop inventory tracking spreadsheets.
- Resolved product issue through consumer testing.
- Improved conversion rate by 20% using A/B experiments and reduced bounce rate by 10%.
- Planned and executed a referral program for active customers which lead to a 25% increase in in-store visits.
- Gained a tic-tac following of 50k in less than 2 months.

SKILLS

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| <ul style="list-style-type: none">• Project Management• Industry Trends• Customer Demographics• Microsoft Office Suite• Search Engine Optimization• Marketing Strategies | <ul style="list-style-type: none">• Relationship Building• Product Marketing• Decision Making• Content Marketing• Social Media Best Practices• Consultative Sales Techniques |
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WORK HISTORY

06/2017 to Current **Digital Marketing Strategist**

Crst International – Amo, IN

- Create and execute cohesive marketing strategies to drive profitability, product visibility, brand consistency, and cost-effective growth.
- Significantly increased online traffic (by 45%) in 3 months as well as revamped entire corporate website using A/B testing to quantify page performance.
- Draft and implement company SEO goals and manage social-media campaigns while maintaining company budget.
- Perform thorough market research and competitive analysis to understand and effectively communicate the product value proposition.
- Forecast market trends to provide a logical basis for planning and determining the strategic direction of the business.

08/2015 to 09/2021 **Senior Intelligence Analyst**

Amentum – Fort Worth, TX

- Governed criminal intelligence analysis and undercover investigation to expertly assist law enforcement in discovering potential terrorists.
- Collected and analyzed multifarious crime-related data from various social media platforms to conceptualize and generate data visualizations.
- Enforced stellar communication skills in establishing unassailable relationships with legal entities to facilitate productive collaborations.
- Demonstrated social media management expertise along with original graphic and content design skills in assisting various investigations.
- Implemented psychological tactics and efficient persuasion techniques in building rapport with suspects.

12/2009 to 07/2016 **Supervisor | Director**

Seven Hills Foundation – North Reading, MA

- Slashed payroll/benefits administration costs 30% by negotiating pricing and fees, while ensuring the continuation and enhancements of services.
- Dexterously supervised restaurant operations while maintaining high production, productivity, quality, and customer-service standards.
- Hired and trained 50+ diverse employees as well as rendered excellent internal customer service to all staff members, upholding an attitude of goodwill toward self and others which decreased employee turnover rate.
- Utilized industry knowledge and expertise to contribute invaluable input in critical company decision goals while maintaining accurate tracking of budgeting, profit, sales cost, labor, operations cash flow, and supplies.
- Maintained the company's social media presence and ran social-media marketing campaigns; Met search engine optimization goals.
- Developed promotional strategies that significantly increased sales by implementing programs such as contests, drink specials, and customer loyalty programs and point of sales materials.
- Commenced leadership, skill development, training, and immediate troubleshooting support to employees while also handling the resolution of customer complaints and various other food preparation concerns.

03/2003 to 07/2006 **Volunteer**

Seven Hills Foundation – Dracut, MA

- Played an integral role in processing paperwork for 25+ refugees, securing and furnishing initial housing, and teaching conversational English.

11/2011 to 08/2017 **Volunteer**

Elderly Veterans – City, STATE

- Showed appreciation to veterans by meeting with retired veterans weekly to assist with transportation to doctor appointments and grocery shopping, along with providing free haircuts to residents of assisted living communities.

EDUCATION

05/2010

Bachelor of Science: Psychology

Arizona State University - Tempe, AZ

CERTIFICATIONS

- Certified Digital Marketing Strategist, San Diego State University -2021
- Certified Non-Verbal Communications Expert, Stanford Pre-Collegiate Institute - Summer Class 2016
- Counter-Terrorism Specialist Training - [2017]

ADDITIONAL INFORMATION

What I have are a very particular set of skills. Skills I have acquired over a very long career. Skills that make me a dream for a company like you.

I have a sense of humor to go along with my diverse employment history. I believe my experience in multiple industries provides a unique perspective, which will be a valuable asset in a leadership role. As an Iraqi-American woman, I have fought hard to be treated fairly and I will continue to do so in order to show little girls, like my daughter, that women's ideas are valuable and being in a high level position is possible. We don't see many women of color in high-level positions because of trust, and that trust starts with you trusting that a woman like me can and will be an exceptional leader.

LANGUAGES

Arabic:

Negotiated: