

# JESSICA CLAIRE

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(555) 432-1000 - resumesample@example.com

## PROFESSIONAL SUMMARY

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Dynamic Social Media Marketer offering 6+ years of related experience, results-driven approach and dedication to achieve remarkable client results. Leads routine operations and special projects for new and established customers. Constantly working to develop, revamp and strengthen campaigns to drive social and revenue growth.

## SKILLS

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- Personal Branding
- SEO Marketing
- Ad Development
- Trend Analysis
- Social Media Marketing/ Youtube Marketing
- Critical Thinking
- Video Editing
- Web Design
- Interpersonal Communication
- Team Building
- Campaign Coordinating
- Adobe Premiere Pro
- Adobe Lightroom
- Microsoft Office Suite
- Adobe Photoshop

## WORK HISTORY

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08/2022 to 02/2023	<b>Digital Media Coordinator</b> <b>Asphalt Care Equipment</b> – City, STATE <ul style="list-style-type: none"><li>• Digitized, saved and scanned photo records and documents.</li><li>• Optimized digital content by providing daily monitoring and proactive adjustments to capitalize on trends and events.</li><li>• Directed staff and special social media projects.</li><li>• Oversaw profiles and presence on all of our social media platforms.</li><li>• Cultivated, Developed, and Executed new content ideas and strategies for Instagram, TikTok, and Youtube.</li><li>• Developed weekly social media plans for all of our social platforms.</li><li>• Filmed, edited, advertised, and posted new and engaging video content for all of our social media account.</li><li>• Supported paid media initiatives through asset trafficking and management, tracking URL creation and tracking pixels and tagging.</li><li>• Run bi-weekly meetings for SEI development through Google and Facebook.</li><li>• Incorporated and hosted free social media consultation phone calls for clients who needed social media and engagement advice.</li></ul>
12/2021 to Current	<b>Digital Media/Social Media Marketing Specialist</b> <b>The Grace Project</b> – City, STATE <ul style="list-style-type: none"><li>• Analyze and develop social media and online marketing campaign results through Google marketing.</li><li>• Create actionable plans to grow and maintain followers through Shopify, Instagram, Facebook and SEO marketing to consistently drive over 10,000 impressions.</li><li>• Promote successful outcome of web development strategy by aligning consistent brand messaging and visual designs across digital outlets to beat our \$10,000,000 sales mark.</li><li>• Manage all back-end details and brand re-development to improve brand identity, aesthetic, and culture.</li><li>• Analyze marketing plan and social media strategies to identify strategic weaknesses and make recommendations for improvements.</li><li>• Develop marketing content such as blogs, videos, promotional materials, and advertisements for social media and our company website.</li><li>• Work with department personnel to deliver brand consistency in social media messages to increase sales.</li><li>• Identify target market and key segments through in-depth analysis of markets and related trends.</li><li>• Manage team to generate original content and moderate online community members.</li></ul>
04/2021 to Current	<b>Advisory Board Member</b> <b>Fall Forward Media</b> – City, STATE <ul style="list-style-type: none"><li>• Lead weekly groups to volunteer in the Kensington Area.</li><li>• Take lead on setting up fundraiser events.</li><li>• Develop content for our organization to encourage donations, volunteer inquiries, and sponsors.</li><li>• Ability to acquire sponsors, venues, and other important fundraiser components.</li><li>• Accumulate weekly donations to help feed the homeless in the Kensington Area as well as work to get those in need into treatment for addiction.</li><li>• Offer expertise on employee and business development plans to enhance implementation and routine oversight.</li><li>• Focus teams on developing innovative and cutting-edge approaches at all levels with effective resource allocation and strategic planning.</li><li>• Set, enforce and optimize internal policies to maintain efficiency and responsiveness to demands.</li><li>• Crafted business plans that identified long term company goals and also detailed smaller goals to keep organization on track.</li><li>• Oversee business-wide changes to modernize procedures and organization.</li><li>• Lead recruitment and development of strategic alliances to maximize utilization of existing talent and capabilities.</li></ul>

## EDUCATION

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2019	<b>Bachelor of Arts: Media Studies and Production</b> <b>Temple University, School of Media and Communication</b> - Philadelphia, PA Media Studies and Production
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## VOLUNTEER WORK

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The Philadelphia Grace Project  
(2020 - Present)

MOPH Toys for Tots

(2017 - Present)