

# Jessica Claire

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## SUMMARY

Resourceful Marketing Manager accomplished in all aspects of program and project management, content/collateral development, web/online marketing, including web development and design, social media, and SEM. Self-starter skilled at analyzing market trends and customer/stakeholder needs to develop and manage highly-effective programs and campaigns. Team player with strong ability to communicate effectively with technology, and business audiences.

## HIGHLIGHTS

- Web Marketing
- Product Marketing
- Event Marketing
- Marketing & Corporate Communications
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- Web & Content Design
- Creative/Collateral Design, Development & Management
- Japanese Localization

## ACCOMPLISHMENTS

- Organized and co-produced Japan’s first large-scale multi-media event Digital Be-In Tokyo 95 collaborating with Verbum Inc. and IDG Japan, and delivered a short keynote at the event in Japan
- Translated “Legal Care For Your Software” by Daniel Remer and “JAWS MAUI” by Charles Lyon which were successfully published in Japan
- Wrote and published articles in publications both in the US and Japan
- Increased company revenue by \$3 million each through OEM marketing programs and account management at GO and 3Com

## EXPERIENCE

**Consultant**, 05/2001 - Current

**Travelnet Solutions** – Cottage Grove, MN

- Consulted for firms including Customers Matter, Panasonic USA, VS Technologies, and Uniforce Sales & Engineering. My services included; Program/Project Management, market research, event manage website design &development, Content/Collateral Development and Management Event Management Public Relations, Japanese Localization and Management. Successfully launched new company website and raised the company's visibility in the market for Uniforce Sales & Engineering by developing architecture, UI, content, and managing the back-end development with an agency.

**Business Development Director**, 02/2012 - 03/2013

**Finger Lakes Technologies Grp** – Burlington, VT

Successfully opened company's first operation in the US. Identified, developed and evaluated business development and marketing strategies based on company objectives and market trends. Successfully raised company visibility, increased sales by 70% with marketing programs and developing new English website, including architecture, content, UI, and PHP pages.

**US Business Development Manager**, 09/2006 - 06/2008

**University Of California** – San Mateo, CA

Developed and implemented business development and marketing strategies for Machine Vision products. Successfully established visibility in the market through events, ads, and updating company website.

**Director, North Asia Marketing**, 09/1999 - 05/2001

**LEGATO SYSTEMS, INC** – City, STATE

Developed, budgeted, and implemented marketing plans for China, Japan, and Korea. Managed Japanese localization of company website. **Successfully supported all country managers and channel partners in exceeding revenue goals** through these marketing programs.

**Consultant**, 1993 - 09/1999

**Self** – City, STATE

Consulted for firms including Sybase (SAP), Claris (Apple), Fractal Design (Corel), National Semiconductor J, Dun & Bradstreet J, PacBell (AT & T), and Intelligard (EMC). My services included program/project development & management, account management, event management, public relations and corporate communications, collateral design, development and production, and Japanese localization.

- Successfully assisted PacBell in rolling out new DSL marketing campaign by setting up telemarketing infrastructure
- Successfully launched corporate identity at press events for National Semiconductor Japan
- Successfully managed a product launch event for Dun & Bradstreet Japan
- Identified and successfully recruited channel partners for Fractal Design
- Successfully launched new products in Japan through a variety of events and programs including localization for Sybase

**Japan OEM Program Manager**, 1991 - 1992

**GO CORPORATION** – City, STATE

Developed and managed marketing strategies and programs for each OEM prospect. **Successfully sold OEM licenses to 3 prospects and increased company revenue by \$3 million.** Assisted with Japanese localization of presentation and manual.

**Japan Marketing Manager, Product Manager**, 04/1988 - 07/1991

**3COM CORPORATION** – City, STATE

Successfully launched 3+ Open for Macintosh by developing and implementing MRD and integrated marketing plans as Product Manager. Collaborating with Japan Country Manager on Japan Business Development, developed and managed marketing programs for channel partners and OEMs. Successfully assisted Country Manager in selling \$3 million OEM license. Successfully assisted CEO in identifying and recruiting the first CEO for 3COM Japan.

## EDUCATION

**Bachelor:** Business and English Literature

**Aoyama Gakuin University** - Tokyo

Business and English Literature

**Marketing Principles, Technical Marketing, Market Research, HTML at UC Berkeley Extension, CA Public Relations, Event Management at San Jose SU Extension, CA Web Design, Adobe CS, CSS, JavaScript, Business Law, Accounting, at Foothill /De Anza JC, CA [www.Jessicas.com](http://www.Jessicas.com)**

## SKILLS

- Content/Collateral/Web Design with Adobe Creative Suite, HTML, CSS, JavaScript, PHP Client, MS Office
- Japanese linguistics and localization with SDL Tool