

# Jessica Claire

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## Summary

Enthusiastic individual with superior skills in working in both team-based and independent capacities. Bringing strong work ethic and excellent communications and organizational skills to any setting. Excited to begin new challenge with successful team.

## Skills

- Customer service
- Organization
- Problem resolution
- Supervision
- Planning and coordination
- Process improvement
- Team building
- Communications
- Relationship development
- Project organization

## Experience

**Owner/Designer**, 01/2006 to Current

**22Squared** – Atlanta, GA

Set and administered annual operating budget, consistently maintaining controls and preventing overages.

- Led startup and opening of my design business and provided business development, creation of operational procedures and workflow planning.
- Established, enforced and updated policies keeping business agile and responsive to changing market
- Oversaw all aspects of business execution including sourcing and purchasing all design materials, researched and applied to high end art shows, built display booth for shows, design and hand make each piece of jewelry, sold every piece myself while cultivating and amassing a substantial customer base and following
- Monitored market conditions to set accurate pricing structures and take advantage of emerging trends.
- Promoted business on social media platforms to maximize brand identity and generate revenue.
- Coordinated with webmaster to develop website and create online advertisements.
- Enhanced operational performance by developing effective business development strategies, systems and procedures.
- Negotiated with international precious metal, precious gemstone and pearl vendors to gain optimal pricing on design component products resulting in an average of 30% increase in sales annually.
- Negotiated with hotels to set up frequent visitor discounts for Business travel.
- Promoted branding initiatives, developing effective marketing and sales strategies to meet new business development goals.
- Established, enforced and updated policies keeping business agile and responsive to changing market conditions.

**Owner/Finance Officer**, 05/1996 to 02/2004

**Maxim Mortgage Bank/Fleetwood Funding** – City, STATE

- Directed hiring and training of new department managers to drive organizational improvements.
- Diminished staff turnover and boosted morale by hiring effective team players and initiating new training and scheduling practices.
- Leveraged human resources skills to identify and recruit optimal candidates, coordinate training and oversee ongoing performance.
- Monitored individual team member performance results and engaged in timely coaching sessions.
- Quickly determined clients' immediate and future financial requirements to recommend insurance products meeting individual needs.
- Managed both the mortgage business and sales finance business, cultivating positive and inviting atmosphere for employees and customers.
- Developed and implemented successful sales strategies.
- Updated financial accounts with current revenue and expense data and quickly resolved discrepancies to maintain compliance.
- Trained teams on specific operations and requirements for each job site, including applicable procedures and techniques.
- Established departmental performance goals, set timeline targets for sales team and trained new employees.
- Handled all communication and interactions with all state banking departments and set up all criteria to maintain and monitor banking department compliance.

**Senior Media Account Executive**, 05/1986 to 05/1996

**McCann Erickson** – City, STATE

- Collaborated with media planners and developed great working relationships, which helped in identifying targeted audiences for media campaigns.
- Supervised multiple clients and numerous media campaigns simultaneously and with continued success.
- Purchased and monitored advertising.
- Continued to develop and implement ground breaking techniques for analyzing and presenting post media buy ratings and costs reports.
- Identified the costs involved for media campaigns and provided this information to clients in highly detailed reports.
- Earned reputation for good attendance and hard work.
- Recognized by management for exceptional performance.

**Senior Media Buyer**, 06/1982 to 04/1986

**Grey Advertising** – City, STATE

- Earned reputation for good attendance and hard work.
- Collaborated with others to discuss new client opportunities.
- Completed post media buy analysis and presented to the clients.
- Worked closely with team members to deliver project requirements, develop solutions and meet deadlines.
- Collaborated in development of media buying techniques and analytics which added and implemented major changes in the industry.
- Collaborated with management to assess materials needs and look for improved options to better meet changing demands.
- Negotiated preferred terms and conditions for company to achieve significant savings.
- Recognized by management for providing exceptional job performance.
- Improved operations by working with team members and customers to find workable solutions.

## Education and Training

**Associate of Applied Science: Advertising And Communications** , 05/1977

**Fashion Institute of Technology** - New York, NY

**High School Diploma:** 06/1975

**Maria Regina High School** - Hartsdale, NY