

# JESSICA CLAIRE

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## SUMMARY

Talented Social Communicator with demonstrated record of success in marketing management and campaign development. Two years of experience in marketing and communications, Successful at overseeing all stages of initiatives, building positive relationships and Highly proficient in developing and implementing strategic approaches to drive market growth and bottom-line profitability. Strong communicator with natural leadership talent and high energy.

## SKILLS

- Quality leadership
- Fluent in English
- Social media management
- Marketing
- Professional business writing
- Strategy development
- Online marketing and advertising
- Strategic networking
- Event planning and execution
- Innovative
- Advertising
- Brand-building strategies
- Digital advertising
- Microsoft Office Suite expert
- Direct mail campaigns
- Exceptional problem solver
- Google Analytics
- Customer service
- Inventory management
- Proficient in Adobe Creative Suite

## EDUCATION AND TRAINING

Instituto Caldas  
Bucaramanga • 12/2012  
*High School Diploma*

Universidad Autónoma De Bucaramanga  
07/2017

*Bachelor of Social Communications:* Communications  
• Major in corporate communications  
• Scholarship recipient  
• 3.69 GPA

## EXPERIENCE

**Mayer Hoffman Mccann P.C. - Digital Marketing Coordinator**  
Dallas, TX • 07/2018 - 03/2019

- Created and implemented marketing campaigns to grow organic views and sales.
- Managed customer digital marketing strategies to meet client goals and objectives.
- Identified trends through assessment of competitor activities.
- Collaborated with content contributors to build optimization strategies.
- Prepared and presented reports every month to update stakeholders about success of each strategy.
- Improved short- and long-term digital marketing strategies.
- Aligned all visual design and brand messaging elements to ensure consistency across digital advertising and marketing platforms.
- Audited website performance each week to make positive adjustments to marketing plans.
- Resolved customer concerns and answered questions quickly to maximize satisfaction.
- Handled all aspects of business managing online store, including accounting, purchasing and web design.
- Protected company brand and improved customer satisfaction by finding creative solutions to problems arising from deliverables.

**Massachusetts General Hospital - Communications Coordinator**  
Brighton, MA • 12/2017 - 06/2018

- Collaborated with sales and marketing leaders to devise public relations campaigns and coordinate with advertising.
- Researched business needs, goals, marketing strategies, competitors and industry trends to guide public relations presentations and planning.
- Devised public relations strategies to engage with and influence general public in support of accomplishing business objectives and boosting revenues.
- Wrote and edited company whitepapers, emails, newsletters and web content.
- Developed and implemented communication strategies and information programs.
- Planned and publicized events, including negotiating vendor contracts and designing promotional materials.
- Prepared briefings for shareholder meetings.
- Managed new product and content releases, including prepared workshops for doctors and nurses.
- Implemented and evolved high-impact strategies to target new business opportunities and new markets.
- Engaged customers with proactive strategies to understand needs and develop successful solutions.

**Amerisourcebergen Corporation - Corporate - Communications Intern**  
Dayton, OH • 02/2017 - 06/2017

- Devised creative strategies for improving customer awareness of company and offerings.
- Organized corporate luncheons, dinners, conferences and special events.
- Developed positive relationships with contractors and customers.
- Communicated with vendors and sales contacts to determine and report on project status.
- Delivered positive resolutions for customers by leveraging highly specialized colleagues from other organizational teams.
- Created original content for blog posts and website articles.
- Cultivated positive relationships with media organizations to support PR objectives.
- Collaborated with graphic design and marketing teams devise effective branding strategies.
- Developed and implemented strategic, social media marketing plan.
- Directed social media and digital marketing strategy and initiatives to promote brand building, guest retention, engagement, reputation and revenue-focused activities.
- Developed and implemented communication strategies and information programs.

## RELEVANT COURSEWORK

- Microsoft Office Suite "Universidad Autónoma de Bucaramanga" 2014
- Social media Manager "Universidad del Rosario", Bogotá 2015
- Digital Marketing "Marketing Digital Academy" Bogotá 2017

## ACCOMPLISHMENTS

- 2013-2016 Event planner at the faculty of Social Communication UNAB
- 2014-2016 Assistant to the Faculty of Social Communication UNAB
- 2014 Researcher at the positive discipline education program UNAB