

JESSICA CLAIRE

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PERFORMANCE

"Jessica can articulate all aspects of the integration topics clearly and has become a subject-matter expert on several (e.g. Data Verification, Tracking.)"

"[Jessica] is thorough with details and (...) is not afraid to ask for help or advice, and is excited to learn as much as possible about any/all topics that touch his role and department, and jump in to help wherever needed."

"Jessica stepped up in the role [of Project Manager], taking ownership of almost all aspects of integrations. [He] is a great Project Manager and has worked diligently to keep integrations on track."

"Jessica has become proficient with Deep Search (along with Google and Bing Ads Editor softwares). [He] has acquired a level of knowledge more advanced than mine at this point"

"Jessica is currently taking the lead on working with [the training team] to develop an Implementation Training Deck. This is beyond what I expected of his original role."

-Kelly W. (previous Supervisor), Director of Operations, Adlucent

SKILLS

- Scope development
- Excel expertise
- Human Skill/Resource planning
- Relationship building
- Data Verification/Analysis
- Web analytics
- Salesforce (Einstein and Pardot)
- Social media management
- PPC advertising (Bing/Google Ads Editors)
- Account management
- Client relationship management
- Persistently positive attitude
- Project Management
- Event planning and execution

EXPERIENCE

Digital Marketing Activations Project Manager, 05/2019 - 04/2021

Pethonesty – Austin, TX

- Customized all new client activation plans and typically maintained 4-6 concurrent client activation schedules simultaneously.
- Acted as lead liason between clients, Adlucent Leadership, the Sales Team, Development Team, Activations Team, and the post-activation Management Team
- Increased capacity to onboard new clients from 2-3 clients at a time to 6+ simultaneously by streamlining operational processes
- Met each of the 6-month benchmarks/goals that were expected of me within first 3 months of working at Adlucent
- Ultimately responsible for ensuring that each concurrent activation completed all 75+ benchmarks required for onboarding on-schedule and under budget by proactively adjusting and prioritizing resources and scope
- In charge of identifying escalation issues as well as identifying and allocating appropriate means to resolve those issues which was common with limited and competing resources at the company
- Responsible for the content of and leading the weekly Client Activations Update Meeting which was the foremost critical tool for keeping Leadership informed of progress
- Worked closely with sales teams to provide them with proper materials and data for acquiring prospective clients, meeting all new client expectations set forth during the acquisition phase all the way through onboarding.
- Proactively created and implemented the Activations Procedure and New Employee Activations Training Manual

Marketing Manager, 04/2016 - 04/2018

Aramark Corp. – Oswego, IL

- Managed all streams of marketing that drove a 78% increase in equipment sales with first 14 months by revamping website, reallocating print ad budget to digital channels, and used extensive analytics to target online customers
- Built-out and managed dozens of simultaneous Adwords campaigns in conjunction with Google Analytics where tools such as A/B ad testing was conducted resulting in increased conversions and drove down the CPC
- Constantly exceeded ad performance metrics goals established by supervisor by more narrowly defining our target audience's region, online behaviors, age, etc
- Collaborated with sales department to design ad-hoc marketing strategies that prioritized the real-time inventory and distributed the budget accordingly to support their sales goals

Digital Marketing Director, 06/2013 - 04/2016

Brunch Haus Restaurant Group – City, STATE

- Established social media platforms as the cornerstone of our marketing strategy to efficiently utilize the initially meager marketing budget which quickly built a sizeable online presence, maximized restaurant exposure, increased foot traffic, and cultivated a loyal customer base
- Contracted online influencers independently as well as through third-party agents whose personal brands aligned with the restaurants' and utilized their platforms to promote special events, dishes, offers, etc to their vast network of audiences
- Built an extensive set of highly-specific, targeted ad sets for each Facebook and Instagram Advertising tool available (i.e. brand awareness, traffic, offer redemption) and managed/ran them concurrently
- Curated original photo/video content that stimulated an actively-engaged audience and boosted company relevance in the competitive Austin restaurant scene

EDUCATION AND TRAINING

Bachelor of Arts: Economics, 05/2009

Texas A&M University - College Station, TX

Certificate of Culinary Arts: 01/2014

Le Cordon Bleu College of Culinary Arts - Austin - Austin, TX