

Jessica Claire

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Professional Summary

Innovative Webmaster with 7 years (4 years in a professional setting) of experience. Dedicated to functionality and usability with extensive knowledge of Adobe use and modern coding languages. Adept at working quickly with a talent for complex problem solving and detail-oriented design. Multi-faceted, excelling in social media, product, graphic and web design.

Skills

- Audience and Reader Appeal
- Publication Content Planning
- Story and Content Idea Development
- Spelling, Punctuation and Syntax
- Artwork and Layout Coordination
- Error Correction
- Copy Proofreading
- Proof Review and Approval
- Content and Style Updating
- Budget Compliance
- Social Perceptiveness
- Video Creation and Editing
- Attention to Detail

Work History

- 05/2021 to Current

Website & Social Media Digital Designer
Amentum – Pearl River, NY

 - Planned and executed website editorial schedule by collaborating with designers, web developers, marketing and sales staff.
 - Developed, communicated and implemented editorial policies, copyright and data protection to protect content.
 - Determined readiness of written pieces, made changes and approved final versions for publication.
 - Created targeted social media strategy to connect with existing and new customers through relevant platforms and expand influence.
 - Audited website presence and performed quality assurance processes to assess objectives and verify achievements.
 - Analyzed website traffic and developed content to meet needs and interests of website visitors.
 - Supported content edits and updated digital publications, e-newsletters, e-mail content and other digital platforms as assigned by website manager or senior website editor.
 - Improved website functionality by redesigning, updating and implementing codes, plug ins and extensions.
 - Prepared, rewrote and edited pieces to improve readability and impact.
 - Posted and promoted articles on Instagram, TikTok and Twitter social media platforms.
 - Chose and prepared photos for use with feature pieces with Adobe Photoshop.
- 02/2021 to 01/2022

Publication & Social Media Designer
Mike's Hard Lemonade – City, STATE

 - Worked alongside writers and producers to create unique designs to translate artistic vision into visual medium.
 - Liaised with other departments to discuss ideas and create unified goals.
 - Set and maintained high standards of quality for over 10 projects.
 - Improve and edit art-work, photos, charts and other graphic elements
 - Create animations for illustrative purposes such as animations, presentations and more advanced solutions (design of beverage packaging)
 - Ensure that all publications, reports and products are produced in line with Mike's Hard Lemonade graphic guidelines
 - Deliver creative and innovative ideas for print, electronic, web-based and animated presentations
 - Obtain a final sign off by Mike's Hard Lemonade
 - Incorporate valid comments and suggestions by ensuring that all corrections have been entered
 - Submit preliminary layouts for discussions with Mike's Hard Lemonade
 - Participated in meetings and conference calls to gather and communicate document layout and production process information and represent production function.
 - Worked within multilevel approval structures to maintain quality standards for work.
 - Leveraged advanced Microsoft Word functions to create solicitation-specific templates and format response documents
 - Utilized desktop publisher software to examine printed materials and verify design elements remained intact.
 - Interacted with authors and other internal customers to define job requirements and resolve content, production and scheduling issues.
 - Edited classified and unclassified reports and other communications materials to maximize organization, proper grammar usage and clarity.
 - Recommended layout changes to make materials more accessible and improve presentation.
 - Formatted in Microsoft Word and PDF to prepare documents and proposals for review or final submission.
- 12/2018 to 01/2021

Digital Media Intern
Starbucks – City, STATE

 - Put together and distributed press kits and other materials.
 - Analyzed media engagement and produced tracking reports.
 - Performed data analysis on previous campaigns to optimize current campaign strategies.
 - Developed ads to increase brand awareness and sales.
 - Engaged in photography, graphic design and video content creation.
 - Planned and adhered to content calendars and made scheduled posts.
 - Managed and created content for company social media outlets.
 - Stayed on top of current Social trends.
 - Identified appropriate KPIs and reported key metrics from digital campaigns.
 - Collected and analyzed Web metrics such as visits, time on site and page views per visit.
 - Developed paid client ads for use on diverse social media platforms, achieving average of 10,000+ users per ad minimum.
 - Created content strategies for digital media.
 - Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.

Education

- 06/2021
- BBA: Design And Visual Communications**
Georgia State University - Atlanta, GA