JESSICA CLAIRE

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📍 100 Montgomery St. 10th Floor

SKILLS

- SEO Strategies
- Campaign Launch and Lifecycle Management
- Verbal and Written Communication (English, French & Arabic)
- Market Research and Analysis
- Cross-Functional Team Collaboration
- Project Management
- Data Analysis
- Project Team Coordination
- Deliverable Tracking
- Team Leadership
- Project Planning
- Deadline Driven

EDUCATION

Open University OU
United Kingdom • 06/2011
Bachelor of Science: Information & Communication Technologies

Aktal Al Sagir Highschool
Beirut, Lebanon • 08/2004
High School Diploma

CERTIFICATIONS

- Google Campaign Manager - March 2019
- Google Analytics Individual Qualification - March 2019
- Google Digital Marketing - March 2019
- YouTube Asset Monetization - March 2019
- Google Ads Display: Google Ads Display - March 2019

PROFESSIONAL SUMMARY

Well-versed in building positive relationships with customers and other stakeholders with over 10 years of experience in multifaceted roles requiring project management, business development, and solutions architecture.
Skilled at overseeing complex, high-value technical projects with excellent planning competencies, specially in the areas of web development, Mobile app development, Digital Media and data analytics.
Motivated and eager to advance my career with a growth-oriented, technically-advanced organization.

ACCOMPLISHMENTS

Received the PAN ARAB Golden award and Diamond Award for MTV Mobile App under TV & Media category in Dubai (UAE) November 2015
https://www.youtube.com/watch?v=5S6l1C2w0LM
https://www.youtube.com/watch?v=jw93x7nml0g

WORK HISTORY

Relx Group - Digital Media Consultant
Chicago, IL • 05/2019 - Current

- Working with companies and startups to create and implement marketing strategies which includes having the ability to identify their target market and position, their product or service offerings in a way that will interest consumers and drive desired results.
- Set project's scope along with a timeline.
- Developed and implemented complex Internet and Intranet applications on multiple platforms.
- Coordinated with systems partners to finalize designs and confirm requirements.
- Provided continued maintenance and development of bug fixes and patch sets for existing web applications.
- Provided documentation on start-up, shut down and first level troubleshooting of processes to help desk staff.
- Designed strategic plan for component development practices to support future projects.
- Managed creative projects from concept to completion while managing outside vendors.
- Oversaw account activity on search platforms using Google AdWords and Bing ads.
- Built, implemented and updated effective SEO strategies.

Dentsu Aegis Network - Digital Media Manager
Lansing, MI • 03/2015 - 04/2019

- In charge of the company digital presence, website, web & Mobile applications and social media Platforms.
- Manage project execution to ensure adherence to budget, schedule, and scope.
- Develop or update project plans for information technology projects including information such as project objectives, technologies, systems, information specifications, schedules, funding, and resources.
- Monitor or track project milestones and deliverables.
- Confer with project personnel to identify and resolve problems.
- Submit project deliverables, ensuring adherence to quality standards.
- Establish and execute a project communication plan.
- Assign duties, responsibilities, and spans of authority to project personnel.
- Provide necessary training to the team and clients (TV productions teams) EMPLOYMENT HISTORY Schedule and facilitate meetings related to information technology projects.
- Negotiate with project stakeholders or suppliers to obtain resources or materials.
- Coordinate recruitment or selection of project personnel.
- Develop implementation plans that include analyses such as cost-benefit or return on investment (ROI).
- Develop and manage annual budgets for information technology projects.
- Manage a team of developers, senior webmaster, Web designers, community managers and Social Media units Responsible for providing web presence for TV programs and news services.
- Launched MTV Video On Demand (VOD) Platform web, mobile app & smart TV (https://www.mtv.com.lb/vod/en/) Received the PAN ARAB Golden award and Diamond Award for MTV Mobile App under TV & Media category in Dubai (UAE) September 2015 Migrated MTV Google Publisher account from DFP small business to Google ADX account which has led to a 60% increase in ad sales.
- Increased MTV's Facebook audience from 1.8 million to 4.5 million in 3 years organically by applying advance social media strategies.
- Increased MTV's Instagram audience from 100K followers to 2M by implementing strong and effective organic and paid plans.
- Revamped MTV news website by applying the latest trends based on engaging UX and market studies.

Ghd - Digital Campaign Manager
Chantilly, VA • 06/2012 - 02/2015

- In charge of the company Ads management and online platforms.
- Prepare reports of findings, illustrating data graphically and translating complex findings into written text.
- Seek and provide information to help companies determine their position in the marketplace.
- Gather data on competitors and analyze their prices, sales, and method of marketing and distribution.
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Monitor industry statistics and follow trends in trade literature.
- Measure the effectiveness of marketing, advertising, and communications programs and strategies.
- Forecast and track marketing and sales trends, analyzing collected data.
- Attend staff conferences to provide management with information and proposals concerning the promotion, distribution, design, and pricing of company products or services.
- Develop and implement procedures for identifying advertising needs.
- Manage social media unit in terms of task delegation, scheduling and training.
- Communicate Technical specs/ad dimensions to clients, ad agencies and sales.
- Ensure proper reception of ad material from client side and confirming start and stop date of the campaign with clients and sales.
- On-going Monitoring of campaigns with weekly and end-of-campaign reports, including recommendations for optimization: Change of placements, new material, creative, sizes.
- Test ads materials, which includes assuring correct display on common browsers, that creative meets specs, click-through and landing page work properly.
- Timely and accurate booking of campaigns into third-party ad server for a flawless campaign execution Compile report for management and clients showing results.
- Spearheaded client meetings to determine project needs and professional requirements and identify correct course of action enhance client success.

Flexcare - Webmaster
Charlotte, NC • 11/2008 - 05/2012

- In charge of updating the online platform.
- Perform or direct web site updates.
- Write, design, or edit web page content, or direct others producing content.
- Back up files from web sites to local directories for instant recovery in case of problems.
- Analyze user needs to determine technical requirements.
- Perform web site tests according to planned schedules, or after any web site or product revisions.
- Identify or maintain links to and from other web sites and check links to ensure proper functioning.
- Enter commands and observe system functioning to verify correct operations and detect errors.
- Develop training materials and procedures, and train new webmasters, writers & copyeditors in the proper use of the website CMS Manage the CMS (content management system) and the FrontEnd of nowlebanon.com Upload News articles with appropriate thumbnails and related multimedia Send push notifications Generate weekly, monthly and annual reports/newsletters.
- Created a unified CMS manual.
- Provided front-end website development using WordPress, Hubspot and other editing software.
- Conducted functional testing over course of web development lifecycle.

LANGUAGES

English: Negotiated:	**French:** Negotiated:
Arabic: Negotiated:	