

JESSICA CLAIRE

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📍 100 Montgomery St. 10th Floor

SKILLS

- Adobe After Effects
- Adobe Audition
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- DaVinci Resolve
- HTML, CSS & WordPress
- Live & Post-Production Audio Engineering
- Production Lighting
- Videography
- Video Editing

EDUCATION

Texas State Technical College - Waco
04/2001

Associate of Arts: Media Communication & Information Technologies

PROFESSIONAL SUMMARY

Experienced, detail-oriented media producer with over 20 years of experience in video, graphic design, and web development, with a passion to tell stories through multiple platforms. With a wide range of skills, including all aspects of video production, Adobe Creative Suite and HTML development, I am able to provide quality work on any type of project.

WEBSITE, PORTFOLIO, PROFILES

- [vimeo.com/mpClaire](#)

WORK HISTORY

Hearst Communications - Digital Media Producer

Lawrenceville, GA • 01/2001 - Current

Provide video, graphic and web services to clients in multiple industries including wedding services, travel, counseling, religious, and human trafficking recovery.

Refuge for Women

- Serve as Graphic Designer for the national brand, individual locations and the Survivor Made store.
- Roll includes creating social media graphics, digital and print materials for local events, national case study documents, and yearly annual reports.
- Produced multiple videos for the North Texas location for use on Social Media and at large yearly fundraising events.

Chroma Services

- Serve as Graphic Designer for the Sugar Babes and Top Self Barbers divisions.
- Roll includes logo creation, social media graphics, and print materials for display at large events.

Faith Growth

- Serve as Web Designer and Developer assisting churches nation-wide, implementing latest trends and best-practices.

Basic Batter

- Worked directly with the owner to re-brand the company to better target the desired clients.
- Re-designed and built bakeries new website.
- Provide continued maintenance on the site.

The Bluffs RV Park

- Worked directly with the owner to develop the RV park website with functionality for customers to reserve and pay for their stay.
- I provide continued maintenance on the site.

Patriot Features

- Filmed and edited documentary feature about the life and service of World War II veteran Edward Handziak.

Arapaho Road Baptist Church

- Lead the installation, implementation, testing and staff/volunteer training of the Resi video broadcasting system to the existing worship facilities.
- Lead the installation and testing of zoom conferencing systems in multiple classrooms for future virtual meetings.
- Miscellaneous video projects as needed.

New Life Church, Denton

- Coordinated with the church leadership team to schedule, film and edit a promotional video for their upcoming “Growth Track” leadership training program.

Melissa Clark - Counselor and Public Speaker

- Filmed and edited a promotional piece for potential speaking engagements.

Additional Videography Experience

- Brush Fire Films - Return to Limbang Documentary
- FC Dallas (Major League Soccer), Texas Legends (G-League Basketball, Allen Americans (ECHL Hockey)
- City of Flower Mound, Citizens Information Television (CITV) of Richardson and Waco Independent School District.

Bdo - Contract Video Editor

Owings Mills, MD • 06/2021 - 08/2021

- Responsible for reviewing, cataloging and editing previously recorded Zoom interviews.
- Produced a series of internal promotional and training videos which include a combination of zoom meeting footage, graphics, animations and audio.

General Dynamics - Media Producer

Newport, RI • 08/2014 - 07/2020

Responsible for the creation of video, email and web content used to support Brand Marketing and Corporate Communication initiatives reaching over 5.5 million customers through social media and email.

Video Production:

- Promoted from within to Media Producer, creating a new position and expanding my role to include video production.
- Conceptualization, production and post production of all projects.
- Creation of recipe and craft promotional videos for Brand Marketing and Travel Agents, to be utilized in social media, paid media, owned media and earned media.
- Production of Mission, Vision & Values video for launch of new corporate initiatives, which included traveling to locations around the US to film and interview employees.
- Ideation and execution of Recruitment videos for multiple business units which included traveling to locations around the US to film and interview employees.
- Production of internal communications series “Between Two Palms” Executive Leadership Team video series.
- Worked with sister companies to acquire footage shot by a 3rd party production company for use in destination-specific video series.
- Coordinated with Social Managers to ideate, plan and produce a customer testimonial video series, “Vacay Voices” where I interviewed customers and distributed their testimonial on all digital channels. Interviews were also used by the Research Team to improve consumer profile data.
- Developed and implemented solutions for remote Town Hall live streams to Senior Leadership and Corporate Communications, including research and purchase of new equipment that would integrate with existing equipment.

Email Production:

- Coordinated with Email Strategy Manager and Senior Graphic Designer to produce and launch weekly sales emails (3 per week) and content emails (1-2 per week), delivered to 1.2 million engaged customers leading to an average of more than \$1.6 million in revenue per month.
- Designed and implemented a dynamic email production process using Trello and the Butler “Power-Up”.
- Redesigned email templates for customer-behavior triggered campaigns.
- Worked with Email Strategy Manager, Senior Graphic Designer and Brand Teams to develop dynamic emails personalized by customer profile data, purchase behavior as well as location and preferences.

Cambium Learning Group (Voyager Expanded Learning) - Multimedia Developer

City, STATE • 04/2003 - 01/2013

Responsible for design and development of multiple product websites, ranging from 150,000 to almost 500,000 users and generating multi-million dollars in revenue.

- Worked within a team of UX designers, front-end developers, back-end developers and product managers to design, build, and deploy education-related websites that are sold to school districts all over the United States.
- Managed eCommerce products through e-retail storefront.
- Skills and tools included HTML, CSS, Macromedia Flash and Adobe Photoshop.