

Jessica Claire

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PROFESSIONAL SUMMARY

Hardworking professional in both the Music and Sports Industries who has strong organizational skills and is eager to secure a position in the Entertainment Industry. Has demonstrated and developed the skills to collaborate, prioritize, and multitask to successfully meet demanding timelines through three years of professional experience as well as through obtaining two bachelors degrees in four years. Enjoys working with teammates to ensure the success of shared goals.

WORK EXPERIENCE

ARTIST RELATIONS MANAGER & DIGITAL MEDIA MARKETER 05/2020 to 07/2022

DI Techno Music Agency | Detroit, MI

- Coordinated communications with worldwide artists and professionals
- Originated and maintained artist premiere calendar with over 100 premieres of over 90 artists
- Strengthened company's social media presence to grow it's main Instagram to over 10,000 followers
- Updated agency website and established artist premiere website pages
- Organized the first summer Arts & Music festival in Detroit post-COVID-19 with nearly 3,000 attendees - tasks included various meetings with the City of Detroit, adherence to city regulations, coordination of event promotions, planning, set up, and artist relations

ICARENA MARKETING INTERN 11/2021 to 05/2022

Ferris State Ewingleben Ice Arena | Big Rapids, MI

- Promoted from Ferris State Athletics External Sales Associate position
- Accumulated awareness and engagement for all ice arena events resulting in doubled attendance from the previous semester
- Secured sponsorships from local and chain businesses to increase revenue for the arena
- Managed social media accounts by designing content, promoting events, and engaging with audience
- Crafted monthly master event calendar for all athletic facilities, with emphasis on ice arena events

EXTERNAL SALES ASSOCIATE 08/2021 to 11/2021

Ferris State Athletics | Big Rapids, MI

- Conceptualized and implemented new benefits and incentives chart for athletic donors which led to increased revenue growth
- Devised, updated, and executed marketing plan including social media calendar preparation and scheduling of posts
- Administered and executed weekly email marketing plan to donors to increase revenue
- Assisted in game day events such as operations of Gridiron Club and Alumni tent

FESTIVAL SUMMER INTERN 05/2019 to 08/2019

Electricology | Rothbury, MI

- Officiated environmental sustainability promotions to patrons of Electric Forest Music Festival
- Maintained social media and scheduling documents
- Supported CEO by residing on-site 24 hours per day to perform final event tasks

EDUCATION

Bachelor of Science | Music Entertainment Business Management 05/2022

Ferris State University, Big Rapids, MI

Bachelor of Science | Sports Communication 05/2022

Ferris State University, Big Rapids, MI

Minor | Integrated Marketing Techniques 05/2022

Ferris State University, Big Rapids, MI

Dean's List: Nine consecutive semesters (2018-2022)

GPA: 3.74

SKILLS

- Talent Acquisition
- Social Media Management
- Program Scheduling
- Website and Graphic Design
- Communication
- Organization