

JESSICA CLAIRE

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PROFESSIONAL SUMMARY

Analytical and strategic **Digital Marketing Strategist** bringing more than 6+ years of experience with excellent problem-solving skills. Results-oriented, organized, efficient and always willing to go the extra mile for on-time content delivery. Prepared to take next career step with a company offering opportunities for growth and advancement.

ACCOMPLISHMENTS

- Increased net revenue by 34% by spearheading and leading a comprehensive digital marketing campaign.
- Expanded online net sales by 290% by creating a video e-course for businesses employees that need yearly HIPAA Compliance Training.
- Increased revenue by 38% by designing and launching a strategic customer communication plan.
- Achieved Position Zero and #1 search result for over 80 towing keywords in local search results of Johnson County, KS across Google and Bing.
- Led a team of 8 freelancers in the development of a Real-Time Competitive Bidding Car Auction Website - total project costs just shy of \$40K when completed.
- Saved a company +42% in shipping and supplies stock; by effectively negotiating prices with vendors.
- Consistently commended by upper management for spearheading and leading effective marketing campaigns.
- Increased eCommerce sales by 57% in 4 months by establishing a clear marketing campaign with measurable goals to achieve.
- Used Microsoft Excel to develop inventory tracking spreadsheets with external bluetooth UPC/Barcode scanners resulting in 18% savings across fulfillment center supplies cost.

SKILLS

- Digital Marketing
- Marketing Campaign development
- Quantitative and qualitative market research
- Revenue generation strategies
- KPI & Analytical Data analysis
- Brand development and management
- Campaign development, execution, and data reporting
- Search Engine Optimization (SEO)
- Keyword optimization
- Email coding
- Content Management
- Social Media Marketing
- Skilled with HTML, JavaScript, and CSS, as well as JSON-LD, Microdata, Rich Snippets, Schema Markup
- Google Partner, certified in Search, Mobile, Video, Display, and shopping advertising campaigns
- Microsoft Office (Excel, Word, PowerPoint) professional
- SEMrush, Tag Manager, Google Analytics, Google Search Console
- Adobe Illustrator, Photoshop, Dreamweaver, Premier Pro, After Effects Professional
- Marketing and paid advertising specialists
- Analytical & Strategic thinker
- Social media expert
- Budgeting and forecasting
- Strategy development
- Always hungry to learn and overcome challenges

WORK HISTORY

01/2015 to 05/2019 **Digital Media Marketing Freelancer**

Brooks Automation, Inc. – Frederick, MD

- Developed and deepened relationships with key customers by closely monitoring projects, providing information, and resolving concerns.
- Developed effective key messaging, branding, and positioning statements for 10+ companies.
- Increased website traffic by an average of 18% every 2 months using cutting-edge inbound marketing techniques and optimizing my strategies.
- Managed several social media ad accounts across Facebook, Instagram, Twitter, Pinterest and more.
- Managed, optimized, and reported on Google Ad Accounts for 8 clients with a monthly ad spend budget average of \$4,000/each.
- Directed successful SEO and link-building campaign to increase website's credibility and drive traffic.
- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals for over 30 clients.
- Maintain expert-level skills in digital platforms such as Google & Bing Ads, Google Analytics, and all Social Media Advertising platforms.
- Tracked hours and expenses for each project, detailing each action and charge.
- Submitted professional proposals and project scopes to clients.
- Conveyed noteworthy information about project successes and product updates to customers.
- Curated custom graphic designs, promotional videos, & AMP landing pages for client campaigns.
- Built, implemented, and updated effective SEO strategies.
- Produced and submitted weekly reports outlining progress against KPI objectives.
- Boosted website traffic by 57% by creating an integrated social media strategy.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.

08/2016 to 05/2019 **Digital Marketing Specialist**

Pro-Tow Auto Transport And Towing – City, STATE

- Developed all company branding and digital media interface from website to social media pages, to paid advertising for LIFTnLOCK, LLC. | Problem Parker, LLC. | Pro-Tow, LLC.
- Created effective messaging using brand tone, target customer profile, graphics, and marketing collateral for all three companies.
- Directed successful search engine marketing campaigns that used solid linking, technical and keyword research tactics to achieve a 39% boost in website traffic.
- Maximized strategic approaches by keeping a close eye on performance and making appropriate adjustments.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids, and landing pages.
- Initiated market research studies and analyzed findings.
- Analyzed usage patterns to understand ways in which customers used our website and continually optimized.
- Developed partnerships with local businesses to secure third-party promotions for our customers.
- Developed and Promoted a Private Property Parking Management System that generated \$5.8k per month in sales.
- Increased revenue of LIFTnLOCK by 89% through effective marketing campaign & content strategies and a website I developed.
- Generated a 33% increase in repeat customers by leveraging social media websites.

01/2017 to 05/2019 **Search Engine Optimization Specialists**

NOCIX, LLC. – City, STATE

- Developed paid client ads for use on diverse social media platforms, achieving an average of 5:1 return of ad spend in sales.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- Build, implemented and updated effective SEO strategies.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
- Produced and submitted weekly reports outlining progress against KPI objectives.
- Develop and maintained Google Ads Campaigns running a budget of \$2,000 - \$4,000 per month.

01/2013 to 03/2015 **Assistant Marketing Director**

Veterans Press Inc. – City, STATE

- Built, implemented, and updated effective SEO strategies.
- Increased online net sales by 290% for Veterans Press by creating a HIPAA Compliance Training video course(2014).
- Excelled in customer service/problem-solving issues.
- Developed inventory control tracking system in Excel using Macros and Label Scanners.
- Automated business task to increase office productivity by 23%
- Negotiated with shipping vendors to save 19% on shipping cost per month.
- Assisted with national HIPPA conventions onsite and offsite.
- Captured new customers by optimizing business strategies and launching products to diversify offerings increasing monthly revenue by.

EDUCATION

2010

High School Diploma

Saint Thomas Aquinas - Overland Park, KS

- Graduated in Top 10% of Class
- Graduated with 3.9 GPA

Liberal Arts And General Studies

University of Kansas - Lawrence, KS

Liberal Arts And General Studies

Johnson County Community College - Overland Park, KS

CERTIFICATIONS

- Certified Google Partner
- Google Ads Search, Mobile, Video, & Display Campaign Certified
- Google Analytics Certified