

JESSICA CLAIRE

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SUMMARY

Creative and dynamic Digital Marketing professional with international experience in project management, Digital marketing and Social Media strategy development, as well as community and engagement growth. Innovative team player with a passion for content marketing and customer experience.

HIGHLIGHTS

- Digital marketing strategy
- Social media
- Community management
- Reporting and analysis
- Customer service/experience
- Project management
- Problem solving
- Agency management

EXPERIENCE

Social Media and Digital Marketing Consultant, 04/2015 - Current

Richemont – Denver, CO

Facebook content strategy

Graphic design

Fan growth

Facebook Advertising

Social Listening

Content Curation

Social Media & Digital Marketing Consultant, 09/2014 - Current

Michaels Stores – Tacoma, WA

Facebook content strategy

Graphic design

Fan growth

Facebook Advertising

Photography

Social Listening

eMarking/Online Media Executive, 06/2013 - 01/2015

Insight Investments Llc – Boston, MA

- Develop and implement social media and digital marketing strategies
- Own the management of content development, fan acquisition, and engagement for the largest Facebook page in Trinidad and Tobago (244K fans)
- Supervise digital marketing agency in the creation of content calendars, development of content, planning and buying of online advertising and engagement with fans/followers for customer service resolution
- Oversee online media planning and buying; manage online advertising budget for facebook advertising, google display network and third party website, and Search Engine Marketing
- Establish and disseminate reporting of online marketing and social media activities for strategic planning and content development
- Update digicelit.com to reflect up to date information on company products, services, promotions, news, and activities
- Oversee the design and development and design of Facebook and mobile applications Manage in-country marketing efforts for Digicel Top Up From Abroad program.

Senior Merchandising Manager, 10/2007 - 04/2013

Scholastic Education – City, STATE

- Managed Search Engine Marketing agencies and consultant while overseeing 400% growth in annual Google AdWords budget to US\$400K.
- Used Google Adwords platform daily to perform keyword research and monitor spending, wrote ad copy, and analyzed campaign performance Created display advertising media plans and managed a US\$100K media buy for various educational technology programs.
- Project managed the creation of websites from conception to launch including business needs assessment, budget and schedule management, user interface and experience design, vendor selection for design and development, asset collection, content and SEO recommendations, QA, and User Acceptance Testing (UAT).
- Reviewed functional and content specs of websites in development to make SEO recommendations based on best practices for top natural search rankings Oversaw delivery of monthly web traffic reporting and provided ad hoc reports to upper management as needed Oversaw Teacher Store merchandising by junior staff and worked with developers to implement ongoing technical maintenance and enhancements to the ecommerce platform.

Merchandising Manager, 04/2005 - 09/2007

Scholastic Education – City, STATE

- Oversaw search engine marketing efforts by working with SEM agencies; reporting on results; managing budgets; implementing SEO recommendations; and keeping Teacher Store and product campaigns current in Google, Yahoo, and MSN Project managed the creation of product websites by collecting assets and being the liaison between interactive producers at eScholastic and brand managers to ensure that business requirements were met Assisted in the management of the Teacher Store Online by monitoring the addition, maintenance, and merchandising of products; promoting monthly promotions; and managing implementation of technical maintenance to the platform Reviewed traffic and revenue reports for product websites and the Teacher Store online to ensure that revenue and traffic goals were being met and to address the causes of any shortfall Supervised and trained marketing coordinators, consultants, and summer interns.

Marketing Coordinator, 06/2004 - 03/2005

Scholastic Education – City, STATE

- Supported Merchandising Managers in the promotion and maintenance of over 12K products in the Teacher Store Online Oversaw addition of products to the online store by managing designers, coordinating with database administrators, and collecting product information from multiple company databases and data systems Coordinated design and HTML coding for monthly promotions on the Teacher Store homepage and landing pages Assisted in building new websites by gathering assets and routing design rounds to stakeholders for feedback and approval Managed both in-house and external vendors in the creation and deployment of monthly Teacher Store email campaigns.

Channel Marketing Assistant, 02/2004 - 05/2004

Scholastic Education – City, STATE

- Assisted Director of Channel Marketing in project management for website builds and email campaigns Carried out administrative tasks including filing, updating budget records, and coordinating meetings for projects.

EDUCATION

B.A: Communication Studies, December 2003

Morgan State University - Baltimore, Maryland

GPA: Summa Cum Laude

Telecommunications, Television Production (Summa Cum Laude)

Certificate: Social Media, 2013

Hootsuite University

Intermediate Certificate: Wine & Spirits, 2007

International Wine Center - New York, New York

- Pass with Merit
- Currently studying to sit the exam for the WSET Level 3 (Advanced) Award in Wine and Spirits

HONORS AND AWARDS

- Scholastic Big Day for PreK Website (www.bigdayforprek.com): 2012 Communicator Award of Excellence accepted with design firm Sean Oakes Studios
- Scholastic Expert 21 Website and (www.expert21.com) Brochure: 2010 AEP Beacon Award Winner for Integrated Marketing Campaign for product launch as part of the Channel Marketing team
- Outstanding Marketer Award Presented to the Online Selling team and its partners in recognition contributions to Scholastic's success during the 2004-2005 fiscal year

SKILLS

Social Media Management

Content Strategy

Digital Advertising

User Interface Design (Microsoft Visio and Omni Graffle)

Graphic Design (Photoshop)

Basic HTML

Budget Management

Agency Management

Microsoft Office

Media Planning

Ecommerce

Reporting and Analysis (Google Analytics, Omniture Site Catalyst)

Google Adwords

Wine Tasting

administrative, Adobe Photoshop, ad, advertising, ad copy, agency, budgets, budget, homepage, com, consultant, content, content development, content development, Council, customer service, databases, database, delivery, DreamWeaver, ecommerce, email, English, filing, functional,

Graphic Design, Basic HTML, HTML coding, Illustrator, Information Architecture, Director, managing, marketing strategies, marketing,

Mathematics, media planning and buying, meetings, Merchandising, Excel, Microsoft Office, Outlook, PowerPoint, Microsoft Visio, Word,

MSN, Natural, needs assessment, network, online marketing, page, Physics, project management, promotion, QA, reporting, research, routing,

Spanish, strategic planning, Teacher, user interface, website, Web Development, websites