

JESSICA CLAIRE

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PROFESSIONAL SUMMARY

I've spent the last 12 years in Los Angeles working in entertainment, health, and fitness. Health and wellness has naturally always been a huge part of my life. Helping others to meet goals, and watching their success has always brought happiness to my life. I received my CPT and Fitness Nutrition Specialist certification from The National Academy of Sports Medicine (NASM) and received my certification for Holistic Nutrition and Health Coaching from AFPA (American Fitness Professionals Association). I have been working in Social media and marketing for the last six year for various brands in Los Angeles, while training my personal clients for the last year. After many years of marketing management, I am excited and ready to expand my journey in health and wellness in Portland.

SKILLS

- Highly organized
- Strong communication skills
- Microsoft Office proficiency
- Public relations background
- Nutrition program management
- Health and wellness coaching
- Nutrition and weight loss management
- CPR and First Aid certified
- Food counseling
- Health education
- Fitness instruction
- Human anatomy understanding
- Designing exercise programs
- Customer-oriented
- Fitness assessments
- Certified Personal Trainer
- Certified Nutritionist
- Academy of Nutrition and Dietetics
- Plant based diets
- Gluten and dairy free diets
- Online presence monitoring
- Marketing analytics
- Social media management
- Goal planning
- Networking and relationship building
- Content and digital asset management
- Brand development
- Data entry
- Campaign management
- DSLR camera use
- Planning and coordination
- Detail-oriented
- Photo editing
- Creative design layouts
- Self-motivated work ethic
- Advanced MS Office Suite
- Microsoft Excel certified
- Communication skills
- Customer service-oriented
- Event planning
- Social media savvy
- Relationship/team building
- Leadership skills
- Results-oriented
- Fast learner
- Dedicated
- Microsoft Office

WORK HISTORY

11/2018 to Current **Digital Content Creator**

Ashton Woods – Alpharetta, GA

- Promoted safe and interactive environment for clients
- Monitored proper execution and form of clients and adjusted positions to improve results and safety
- Informed clients about nutrition, lifestyle issues, and weight control
- Educated clients on effective ways to exercise while on business travel, at home and on vacation
- Motivated clients to achieve their personal fitness goals through developing and modifying routines
- Measured clients' overall fitness by completing comprehensive evaluations and physician clearances
- Assisted clients in finding new ways to inspire healthier habits
- Developed challenging and effective workouts to meet specific client needs

10/2016 to 08/2019 **Social Media Manager**

Cemex USA – Missouri City, TX

- Curated and segmented editorial content to increase engagement and channel growth
- Analyzed and reported social media and online marketing campaign results
- Drove digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement
- Set clearly defined goals to drive major business initiatives, including increased customer retention, sales, online presence, brand awareness and website or social media traffic
- Ensured successful outcome of web development strategy by aligning consistent brand messaging and visual designs across all digital outlets
- Planned and instituted social media marketing plan for Stickevape Inc
- Created and posted to Stickevape Social media
- Applied current editing and photography tools to tell great stories
- Designed fliers to promote events and company updates
- Created eye catching and functional digital design concepts across various platforms to strengthen company brand and identity
- Researched new technologies, software packages and hardware products for use in website projects
- Established milestones for projects and prepared all team members to meet aggressive deadlines
- Planned and prepared for all on-location and studio shoots
- Increased customer engagement through social media
- Devised strategies and roadmaps to support product vision and value to business

01/2013 to 10/2016 **Personal Assistant**

Juv Consulting – New York, NY

- Entrusted to handle confidential and sensitive situations in professional matter
- Maintained appropriate filing of personal and professional documentation
- Arranged domestic and international travel plans and itineraries, including flight, car service and restaurant reservations
- Responded to emails and other correspondence to facilitate communication and enhance business processes
- Provided multifaceted services to career professionals by running errands, managing mail, scheduling appointments and arranging transportation
- Handled incoming mail, bills and invoices and completed appropriate actions
- Picked up and dropped off clients at airport
- Worked with clients to effectively plan and coordinate logistics for special projects and events
- Filed paperwork and organized computer-based information
- Produced blog posts, pay-per-click ads, and promotional content
- Monitored posts and responses from spam and took necessary steps to alleviate such threats
- Created social media content with consistent content and tone
- Increased customer engagement through social media

EDUCATION

High School Diploma

Edmonds Community College - Lynnwood, WA

CERTIFICATIONS

- NASM Certified Personal Trainer
- NASM Certified Fitness Nutrition Specialist
- AFPA Certified Holistic Nutritionist
- AFPA Certified Holistic Health Coach