

JESSICA CLAIRE

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- 📍 100 Montgomery St. 10th Floor

SKILLS

- Data-Driven Decision-Making
- Business Performance Management
- Reporting Management
- Negotiating
- Cross-Functional Team Leadership
- Campaign Launch and Lifecycle Management
- Training and Development
- Team Leadership

EDUCATION AND TRAINING

Mount Union College
Alliance, OH • 05/2009

Bachelor of Science: Media Studies

SUMMARY

Experienced Senior Manager well-versed and highly effective at developing, executing and directing key improvements to enable business enhancements and growth.

EXPERIENCE

Bain & Company - Senior Manager, Digital Media
Dusseldorf, DE • 05/2017 - Current

- Manage paid, owned and earned channels including: Paid Search, Local Search, Paid Social Media, Owned Social Media, Digital Video, Digital Audio, Influencer Marketing, Affiliate Marketing, PR, Programmatic Direct Mail, Native Partnerships, and SMS
- Direct a 3-person team and managing \$35M+ budget to develop and oversee comprehensive multi-regional media plans responsible for driving measured brand awareness, traffic and ROAS growth
- Manage multiple agency partnerships including budgeting, feedback, reviews and approvals
- Successfully oversaw the onboarding and development of the organizations first internal partnership with a mix media modeling company
- Currently managing the onboarding of the companies first affiliate marketing program
- Kicked off internal management of digital video partnership and grew the program by 444%
- After taking over the PR partnership, grew placements by 22% in 2 years
- Report on qualitative and quantitative analysis, providing data-driven insights to senior leaders
- Work with cross-functionally leaders to take ownership of selected areas of growth for the business including merchandise priorities and testing opportunities
- Extensive experience researching and implementing new partners and platforms
- Previous positions held: Digital Media Manager

Accenture Contractor Jobs - Media Connections Supervisor
Phoenix, AZ • 10/2013 - 05/2017

- Collaborated with internal and client teams, leading efforts to develop strategic integrated media recommendations for various clients including: McDonald’s of Cincinnati, Panama City Beach CVB, Dublin CVB, North Dakota Tourism, Krazy Glue, Savannah College of Art and Design, Bright New Leaders for Ohio Schools, Colfax Fluid Handling and Midmark
 - Assisted in media placement for additional accounts, including Donate Life Ohio, Gatlinburg CVB and Kent State University
 - Planned and executed a campaign for a new organization with the goal of generating 300 quality leads that resulted in over 800 leads generated by all efforts
 - Planned, negotiated and placed local TV buys for a travel client allowing for a savings of 8% in the quarter
 - Learned and optimized campaigns month over month and year over year resulting in an annual campaign increasing site traffic by 95% as well as driving more engaged users by increasing time on site by almost 60%
 - Partnered with local stations to develop compelling and effective promotions and sponsorship packages driving awareness as well as leads in desired geographies
 - Continuously pursued innovative solutions for solving client needs and provided thought leadership and education to both clients and internal audiences
 - Managed online programs, including display ad tracking and reconciliation, ensuring accurate reporting and delivery of campaigns
 - Identified anomalies, meaningful data events and trends allowing for ongoing optimizations of campaigns as needed
 - Utilized Nielsen, MRI, Scarborough, Kantar and eMarketer data to provide consumer and competitive insights and recommendations
 - Performed budget reconciliation as well as post buy analysis
 - Assisted in research, strategy and development for new business opportunities
 - Provided guidance to new employees and supervised associate level team members workload and development
- Previous positions held: Senior Media Connections Planner/Buyer

Morpheus Media - Senior Strategist
City, STATE • 07/2010 - 05/2013
Mortiner

- Worked with internal and client teams, to lead efforts and develop strategic recommendations for various clients including: NET-A-PORTER.COM, THEOUTNET.COM, MRPORTER.COM, GUESS, Alexander Wang, Sergio Rossi, Edun and Knoll
- Planned and managed multi-million dollar digital campaigns across multiple websites in the following regions: US, Canada, UK, Germany, Australia, Hong Kong, Singapore, Italy and France
- Developed and implemented multi-channel media strategies including brand launches and rebrand campaigns resulting in a positive ROI
- Responsible for extensive brand research and macro strategy for select brands including creative, media and quality control by implementing A/B tests measuring call to action, image and offers
- Collaborated with several publishing partners to brainstorm large, integrated programs producing a 25% increase in media driven traffic month over month
- Developed multi-platform media plans, managed campaign traffic and launches, coordinated and managed implementation of rich media and custom content, resulting in timely campaign set-up and fluid execution
- Established short-term and long-term online marketing strategies to deliver on broader marketing objectives including brand recognition and recall by measuring interaction rates
- Directly managed team members to ensure timely and on-budget completion of projects as well as pro-active assessments of client needs and demands
- Performed in-depth quantitative analysis of marketing campaigns and identified more advanced areas for analysis through daily, weekly, monthly and campaign cumulative reporting providing detailed optimization plans
- Actively involved in creating new team and agency procedures to ensure a more effective and efficient work flow specifically in the process of working with international vendors
- A key team member in introducing Email Marketing as a service offering for the digital agency by conducting research and pitching potential clients
- Previous positions held: Display Strategist, Associate Display Strategist, Display Intern