

JESSICA CLAIRE

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LINKS

- www.greatexplorersgo.com

PROFESSIONAL SUMMARY

Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities.

Market-savvy lead generation specialist dedicated to driving customer satisfaction and product visibility through highly-targeted online and offline marketing strategies. Experienced in public relations, relationship building and management.

SKILLS

- Data analysis
- Ad development
- Hubspot expertise
- Strategic planning
- Keyword optimization
- Budgeting
- Analytical thinking
- Revenue generation strategies
- Business development
- Creative and innovative
- E-mail and direct mail marketing campaigns
- SEO practices
- Quantitative and qualitative market research
- Digital marketing
- Efficient under pressure
- Strong time management
- Google Adwords
- Blogging
- Organized
- SEMRush & Moz competency
- Google Analytics competency
- Adobe Photoshop

WORK HISTORY

04/2018 to Current **Digital Marketing Specialist**

Moz – City, STATE

- Managed project deadlines and monitored milestones through completion stage.
- Increased website traffic by an average of 55% using cutting-edge inbound marketing techniques.
- Maximized strategic approaches by keeping a close eye on performance and making appropriate adjustments.
- Maintained continuous check on Click-Through Rate, Conversion Rate, and Goal Completion metrics, optimizing and enhancing campaigns based on current trend data.
- Devised email strategies, including segmenting strategies, welcome email autoresponders and training drip campaigns.
- Worked within budget parameters to develop and implement marketing strategies by analyzing key data and consumer demographics, increasing net revenue by \$12+ Million over the last year.
- Analyzed third-party data and investigated new growth opportunities.
- Directed successful search engine marketing campaign that used solid linking, technical and keyword research tactics.
- Directed successful SEO and link-building campaign to increase website's credibility and drive traffic.
- Collaborated with designers and editorial team on marketing materials.
- Entered and assigned new leads using CRM tools.
- Reviewed and edited blog posts to guarantee high content quality.
- Developed and implemented campaigns for email, online advertising, search engines, and direct mail.
- Contributed ideas to concept development, strategic planning and business operations.
- Boosted conversion rates by 9% through innovative customer relationship building and landing page optimization.
- Communicated marketing teams' plans and accomplishments to verify alignment with senior management objectives.
- Oversaw department-wide transition into the use of Hubspot to consolidate and modernize sales/marketing team work output.
- Produced and submitted weekly reports outlining progress against KPI objectives.
- Coordinated and participated in promotional activities and trade shows.
- Preserved brand integrity by monitoring consistency and quality of marketing content.
- Initiated market research studies and analyzed findings.
- Built, implemented and updated effective SEO strategies.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- Compared agency and vendor marketing expenses against established budgets.

10/2017 to 03/2018 **Outreach Marketing Specialist**

Reviews.com – City, STATE

- Increased brand awareness and boosted public perception of organization through proactive outreach and network development with key stakeholders.
- Created and executed campaign strategies across multiple channels including email and social.
- Built over 118 high authority backlinks to Reviews.com in 3 months.
- Built and optimized email A/B testing campaigns through testing audience demographics, list segmentation, and email copy, effectively increasing overall conversion rates by an average of 10% month over month.
- Participated in and organized weekly team collaboration sessions
- Planned and executed weekly campaign and content strategy, overseeing projects from start to finish
- Effectively planned, tracked, and optimized multiple campaigns a week

01/2016 to 01/2017 **Google Online Marketing Challenge**

Clickagee Media – City, State

- Developed and executed digital marketing campaigns using Google AdWords
- Researched and identified high-value keyword opportunities
- Planned and implemented bidding strategies to maximize ROI, and determine the most effective use of clients Ad budget
- Tracked and optimized account health, providing monthly reports on progress and results
- Performed continuous A/B testing to Ad copy, increasing overall click-through rates by 75%, and decreasing landing page bounce rate by 50%

EDUCATION

Bachelor of Arts: Business Administration

University of Washington - Seattle, WA

- Concentration in Marketing & Entrepreneurship

CERTIFICATIONS

- Inbound Marketing Certificate
- User Experience Design Certificate from General Assembly
- Hubspot Marketing Software Certificate
- Hubspot Email Marketing Certificate