

JESSICA CLAIRE

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SUMMARY

Young experienced professional, with both analytical & creative thinking skills, seeking challenging opportunity offering strengths in Digital Media Planning and Strategy.

Keen to work on market data, researches and on finding insights for necessary elaborate.

Authorized to work for any employer in the US without the need of visa sponsorship.

SKILLS

- Enthusiastic team player
- Customer service-oriented
- Enthusiastic team player
- Microsoft Office Suite expert
- Presentations
- Self-directed
- Focused
- Digital advertising
- Digital media planning
- Brand reputation
- Quantitative analysis
- Competitive analysis
- Portfolio management
- Budgeting

PROFESSIONAL EXPERIENCE

11/2014 to 01/2016 **Digital Media Manager**

Dentsu Aegis Network – San Mateo

- Managed digital media planning (including project management) from initial concept until delivery of final results while staying within given budget (effective in terms of proper media budgets investing).
- In collaboration with Brand managers of Clients (The Coca-Cola Company, ExxonMobil, Goodyear, Continental, Ulker, Lactalis etc) launched & successfully performed more than 10 digital projects using CPC/CPM/CPL/CPA-model based advertising and Social Media.
- Built the Analytical Department from the ground up. Developed the principles of researches & analysis (including annual Digital Media Market Overview), managed brand reputation using social monitoring tools
- Received highest evaluation score from annual The Coca-Cola Company evaluation & was invited to HQ-office in Istanbul, to present Digital Agency structure & analytical work principles for other CIS countries as an example.
(link: <http://www.goo.gl/Yr0Lcm>)

02/2013 to 10/2014 **Digital Media Analyst**

Daniel Brian – Rochester

- In two years I've conducted several market researches, including competitive analysis, brand perceptions and identifying customer needs and target groups for forming strategies of brand message delivery to target audience.
- Analyzed the cause-effect relationships between marketing actions and financial outcomes also known as ROI analysis.
- Used databases and media planning software provide analytical reports of target audience as well as insights about consumers.
- Received positive feedback from Clients such as Beiersdorf AG, Tele2, Bayer AG, Kaspi Bank etc, specifically for provision of high-quality reports in competitive ads market on a monthly basis for two years.

EDUCATIONAL BACKGROUND

2011

International Relations: Foreign Policy and Diplomacy

KIMEP University - Almaty

LANGUAGES

- Bilingual English/Russian
- Conversational Kazakh/Turkish

SKILLS

- Mediaplanning software: TNS Media Marketing Index, Adex, Atelier II, Comscore
- Digital advertising: Facebook Ads, Google Adwords, Yandex Direct (CIS Region), Vkontakte Ads (CIS Region)
- Social monitoring: Socialbakers, Sysomos, IQ Buzz, Nippel