

JESSICA CLAIRE

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PROFESSIONAL SUMMARY

As a communications leader with 17+ years of experience, I have raised the profile of mission driven organizations like IFC, World Bank, UNICEF and Islamic Development Bank by rolling out data-driven communications strategies. I drove engaging global campaigns on issues ranging from financial inclusion and tech for development to child marriage and water and sanitation. I have initiated strategic partnerships, managed cross-functional teams and perform well in environments with competing priorities.

SKILLS

- Strategic Communications
- Knowledge Management
- Digital Storytelling
- Web development
- Social media
- Media relations
- Branding
- Internal communications
- Partnerships
- Project management
- Donor reporting

EDUCATION

George Washington University
Washington, DC • 05/2004

Master of Arts: Science And Tech Policy

Agnes Scott College
Decatur, GA • 05/2001

Bachelor of Arts: Business-Economics And Astrophysics

WORK HISTORY

Cognizant Technology Solutions - Digital Media Lead Specialist
San Jose, CA • 01/XXXX - Current

- Developed IsDB's first corporate web and social media strategy and created web governance guidelines
- Developed annual work plan and editorial calendar and designed campaigns around UN Days and major moments. Engaged staff ambassadors, external influencers and partner organizations to amplify campaigns
- Regularly monitored audience engagement and "sentiment" metrics and enhanced campaigns based on current trend data
- Trained country and regional staff on digital storytelling
- Provided guidance to senior management on disclosure and access to information policy

Strategic Communications And Knowledge Management - Senior Consultant
City, STATE • 05/2018 - 12/2019

- **FinEquity (CGAP):** Rolled out communications strategy for women's financial inclusion community of practice. This included branding/positioning, member outreach, audio/visual storytelling and digital communications
- **TetraTech (USAID):** Developed strategic communications and knowledge management work plan for seven-country USAID WASH-FIN program to close financing gaps for water and sanitation
- **UNICEF/ UNFPA:** Developed digital-first internal and external communications strategy for \$233 million Global Program to Accelerate Action to End Child Marriage
- **World Bank:** Initiated partnership with BRAC University in Bangladesh and delivered executive learning program on disaster risk finance for government and humanitarian NGOs
- **BRAC (Bangladesh):** Worked with senior management of world's largest NGO to develop knowledge management strategy

SME Finance Forum, Intl Finance Corporation (IFC) - Head of Comms & Knowledge Management
City, STATE • 05/2012 - 04/2018

- Facilitated creation of global partner network with 150+ banks, fintech companies and development finance institutions to promote collaboration and accelerate small business finance. Established relationship management processes and tools for team to deepen engagement with partners
- Used innovative storytelling techniques and multi-channel digital campaigns (web, social and mobile) to reach variety of stakeholders including private sector companies, policy-makers, development partners, academic as well as internal staff
- Increased visibility through branding and messaging. Oversaw development of all print and digital communications collateral including widely-cited IFC/G20 reports, brochures, pitch presentations, videos and event materials
- Developed strategic partnerships with media outlets resulting in coverage from Financial Times, The Banker, Wall Street Journal and Development Finance
- Organized high-profile events including G20, IMF-World Bank annual meeting and other donor and private sector events
- Hired, mentored and coached communications staff/ consultant

Development Gateway/ World Bank - Advisor to CEO/ Manager - Online Communities
City, STATE • 10/2003 - 04/2012

- Oversaw 100+ online communities of practice bringing together over 300,000 development practitioners
- Supported CEO to develop annual business plan and direct business development and partnership efforts
- Managed \$100,000 challenge program to recognize innovators applying information technologies for development
- Led 20-person partly virtual, cross-functional team
- Worked with clients like UNDP, UNIDO, World Bank, IDB and Hewlett Foundation to develop and implement digital solutions that promote collaboration, citizen engagement and social accountability. Two major projects I worked on are UNDP's online collaboration platform called Teamworks and World Bank's Mapping for Results initiative, which produced interactive maps and data visualizations on aid flows

ACCOMPLISHMENTS

- Recipient of IFC Team Award for launching SME Finance Forum member network
- Shortlisted for IFC Knowbel Awards for knowledge-sharing
- Recipient of World Bank's South Asia innovation competition for project targeting ultra-poor in Bangladesh's climate change affected coastal belt