

# Jessica Claire

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## What I'm About

Full-stack marketer obsessed with ROI-based campaign development and demand generation integrating modern marketing technology and automation to create seamless, joyful buyers' journeys through the marketing and sales funnel for prospects and customers alike. Revenue Marketing for the win. #smarketing

## Qualifications & Skills

- Marketo Certified Expert
- HubSpot Certified Expert
- HubSpot Email Marketing Certified
- HubSpot Inbound Marketing Certified
- HubSpot Contextual Marketing Certified
- Army Officer Veteran
- HTML/CSS
- Salesforce
- OSR/ISR/SDR/BDR/BDC
- JIRA
- Basecamp
- GoToWebinar
- ReadyTalk
- QlikView

## Experience

- 02/2017 to Current    **Digital Marketing Automation Specialist**  
**General Electric** – Columbus, NE
- Consulted, built, implemented, documented marketing automation best practices in HubSpot and Salesforce daily; improved lead flow process and recognized by Director of Sales for best partner award in first 60 days
  - Built, implemented framework for new ISR function to increase conversion rates from demo to closed won oppty; scripted entire 10-day outbound process, call scripts, email template materials for sales
  - Increased MQLs by over 150% implementing creative demand generation techniques, lead flow, and email best practice expertise
- 10/2016 to 01/2017    **Marketing Automation Consultant**  
**Athene** – Stamford, CT
- Owned, managed, supported, executed Marketo & Salesforce consultation for a portfolio of six clients, some of the largest in the nation, across the full spectrum of marketing automation and sales initiatives; from day-to-day email sends, nurture strategy, lead lifecycle, campaign development, reporting, all the way to full scale business process and sales and marketing alignment.
- 2016 to Current    **Team Lead, Marketing Automation**  
**Doubledutch** – Virtual, FL
- Served all duties and responsibilities of the Marketing Automation Specialist (below) as well as the following:
- Managed day-to-day operations of US and regional team's (LATAM) platform execution, database management, data strategy, reporting, complex builds
  - Served as technical lead SME ensuring best practices followed by all team members through SOP documentation, training, live troubleshooting
  - Onboarded new hires; trained automation best practices, Marketo, third-party platforms, Rackspace Marketing processes
- 04/2015 to 11/2015    **Marketing Automation Specialist**  
**Restaurant Technologies, Inc** – San Jose, CA
- Built, maintained a global, 5 million lead Marketo instance with 3,000+ active programs, 700 landing pages, 56 users
  - Built all US marketing campaigns ranging email sends, email blasts, nurtures, landing pages, list imports, operational lead lifecycle, data management programs & campaigns; recognized by TPG for building most complex nurture program ever seen and recommended for a Revvie award
- Served as internal automation consultant to business units and campaign directors, strategically translating campaign goals and objectives into execution via realistic system capabilities
  - Managed external relationships with third-party vendors and integrations (ReadyTalk, Integrate) as well as internal ReST API projects
- 02/2014 to 04/2015    **Enterprise Outbound Sales Representative**  
**Bigbear.Ai** – Augusta, GA
- Prospected, sourced contacts within Fortune 500 companies and leveraged Rackspace value propositions against compelling industry events, research, and IT pain points to schedule meetings with local Enterprise Field Sales Executives
  - Built the OSR outbounding model and many of the tactics, techniques, and procedures used on the floor today
  - Took initiative to build and instruct the OSR onboarding training program in absence of leadership; recognized as most senior OSR
- 2011 to 2014    **Army Intelligence Officer**  
**Glacier Bancorp** – Alpine, WY
- Led up to 76 intelligence and counter-intelligence Soldiers; completed multiple leadership development programs and trained in interpersonal skills & elicitation, supply-chain management, budget management, eight-step planning model, coordinated multiple company level (150+) high-intensity training operations.
  - Commended in Officer Evaluation Report as the company's #1 platoon leader (of 5) with unlimited potential; My Soldiers consistently sought to lead company-wide training, recognized as standard-bearers for company
  - Analyzed raw data via extensive intelligence databases, produced analytical assessment briefs, determined current situation, assessed future trends, and briefed recommended courses of action direct to CEO; recognized for outstanding critical thinking skills by Division Commander (5,000+)
  - Used PR and marketing background to increase unit outreach; increased alumni contact and participation ten-fold
  - Completed strategic level internship with seasoned professionals in the intelligence field entailing highest national level intel assessments; commended for extraordinary work ethic and critical thinking skills, resulting in unaided letter of commendation by lead supervisor
- 06/2010 to 08/2010    **Marketing and Sales Intern**  
**McAllen Chamber Of Commerce - Convention & Visitors Bureau** – City, STATE
- Organized, updated, managed McAllen Chamber of Commerce website, Convention and Visitor Bureau website, satellite websites, social media sites, authored weekly blog posts to attract tourists to the city of McAllen; recognized as best intern in VP's tenure
  - Accompanied sales reps to mixers, networking events, sales calls persuading businesses to use the McAllen Convention Center
  - Employed WordPress, HTML, SEO knowledge to publicize Chamber of Commerce marketing initiatives through the website and social media marketing channels
  - Monitored analytics software, attended multiple social networking seminars learning advanced techniques to increase total consumer traffic to turn leads into sales; increased website traffic by 15%
  - Hand-selected by Head of the McAllen Lion's Club to be featured guest-speaker at monthly meeting to discuss McAllen marketing and sales initiatives; City Mayor in attendance
- 01/2008 to 11/2010    **Assistant Operations Officer**  
**US Army Reserves** – City, STATE
- Produced and published battalion operations plans entailing daily, weekly, monthly, and quarterly training guidance for a unit of 150+ Soldiers
  - Planned and instructed critical field training exercises for entire company
  - Learned Army values, decision-making, and ethics of leadership; resulted in a foundation of tenacious work ethic and appreciation for teamwork, authenticity, trust, fairness, delegation, and mutual respect

## Education

- 2017    **Digital Marketing Certificate**  
**University of Phoenix** - San Antonio, TX
- 2013    **MBA: Marketing**  
**American InterContinental University Online** - Online, Hawaii
- 2010    **Bachelor of Science: Tourism Resources Management**  
**Texas A&M University** - College Station, TX

## Hobbies

In my free time I love to read, write, play sports, eat, drink, and learn -- particularly about new marketing trends and best practices -- and enjoy a cold beer with friends and family around a large body of water.