

Jessica Claire

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SUMMARY

Creative Digital Manager offering 7+ years' experience creating impactful, fresh and innovative online content. Skilled content creator with natural talent for storytelling and leadership requirements. Communicative and team-oriented with a proven history of fostering design thinking to meet team, individual and management objectives.

SKILLS

- Seven+ years' experience working in public radio (producing content, creating digital content, podcasts, working with vendors, events, social media, and programming)
- Ability to multitask in high pressure situations and solve problems using creative solutions
- Attention to detail and an eye for brand consistency
- Works effectively in a team environment as well as independently
- Exceptional interpersonal, verbal, and written communication skills
- Experience with branding, photography, audio and video compilation, creating graphics, and online blogging
- Strategic brand management
- Strong creative vision
- Concept development
- Firm grasp of journalistic ethics
- Copyediting and proofreading
- Team building
- Time management
- Working collaboratively
- Highly computer literate with extensive knowledge, including (but not limited to) Adobe Audition, Microsoft Office, Groove, Google Forms, Adobe InDesign, WordPress, and HTML

EXPERIENCE

DIGITAL MEDIA MANAGER 08/2015 to CURRENT

Dentsu Aegis Network | Maryland Heights, MO

- Manage an effective editorial planning process, in coordination with news and programming directors, including the development of comprehensive digital workflow and production processes to ensure news content is up-to-date, accurate and engaging.
- Conceptualize (and/or supervise the creation of) engaging graphics, function and features.
- Adhere to branding and editorial standards as related to the copy portion of the style guide. Provide training and assistance on issues regarding content to providers of content as needed.
- Develop and report access statistics from the websites for evaluation to managers and aid in interpreting results and impact on individual departments. Maintain responsibility for overall navigational design of the website and provide technical support to departmental content providers in the design of divisional web pages.
- Provide leadership in the concept, creation, aggregation, delivery and placement of compelling web content in sync with internal departments that will attract a high volume of online users/traffic.
- Edit and/or repurpose copy from various resources to meet website criteria, including writing headlines and copy with search engine optimization in mind. This also includes ensuring the process to produce and publish content is timely, relevant and strategic and adheres to station branding.
- Research information/best practices that enhance the value of the website & social media. Work to keep the site up to date with branding standards and available technologies. Effectively manage, warehouse, and catalog all website content assets. Evaluate new content for industry accuracy,
- Brand/voice consistency, spelling, and grammatical correctness.
- Ensure overall integrity of websites through constant review of content and by troubleshooting errors.
- Gather website materials for from a variety of sources; edit, proof and post content as needed for news, research, events, recruitment, and department calendar and activities, in coordination with appropriate department managers.
- Bi-weekly newsletter creation
- Manage Podcast RSS feeds and publishing episodes. Serve as digital producer for all podcasts.
- Podcast marketing and social media. Brand/voice consistency, outreach to other podcasts for swaps and promos, outreach for features/reviews. Occasional audio editing, producing, for podcast promos and episode scoring/layouts
- Hosting on Wyoming Sounds, occasional fund drive hosting, and voicing promos

ONLINE MANAGER & PRODUCTION ASSISTANT 08/2013 to 08/2015

Lithia Motors | Abilene, TX

- Managed and generated online content, coordinated digital media activities, social media outreach
- Arranged and oversaw training for procedures, content developers, and related staff
- Attended online NPRDS 'Station Analytics' meetings; developed relationship with NPRDS
- Evaluated website's Google Analytics and digital strategies
- Co-Hosted during fall and spring fundraisers
- Videographer and producer for online music series *Studio Sessions*
- Content creator for *Wyoming Minute*
- Assisted the host of "Morning Music" by accessing music, editing audio, designing playlists, coordinating daily programs, reviewing albums, and answering music calls
- Managed incoming membership-drive calls and donations
- Created newsletters, PSAs, emails, and branding materials
- Produced program segments that highlighted Wyoming musicians

INTERNET MANAGER 05/2012 to 01/2013

Bella Home Boutique & Bakery | City, STATE

- Routinely updated the company website and Facebook page
- Marketed to prospective business clientele
- Various payroll tasks, including work with Quickbooks and the cash register

EDUCATION AND TRAINING

Bachelor of Arts | Journalism 2012

University of Wyoming Laramie, WY

President's Honor Roll, Spring 2012 Dean's List, 2008, Fall 2010, 2011

WEBSITES, PORTFOLIOS, PROFILES

- <https://www.wyomingpublicmedia.org/>
- <https://themodernwest.org/>
- <https://carbonvalleypodcast.org/>