

# Jessica Claire

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## Professional Summary

Senior director of operations, account management, and event planning with expansive experiences in professional sports, customer support, employee engagement, SaaS technology, and international start-ups. Driven to achieve results through strategic planning, building strong relationships with colleagues, and leading effectively to encourage individual growth. Actively participates in media creation/proofing, sales presentations, employee engagement, and strategy design for growth and implementation. Work ethic includes acute attention to detail, thoroughness, and creativity.

## Skills

- Account Management
- Operations Management
- Verbal and Written Communication
- Customer Support
- Detail Oriented
- Performance Evaluations, Training, and Development
- Relationship Building and Retention
- Decision Making and Problem Solving
- Budgeting, Expenditures, Invoicing, and P&L
- Proficiency in CRMs (Zendesk, Salesforce, and Hubspot)

## Work History

- 05/2018 to Current

Director of Operations and Account Management

National Equity Project – Oakland, CA

  - Diligently oversee all operations including hiring, retention, annual reviews, growth opportunities, promotions, payroll, overtime, and human resource activities
  - Responsible for recruitment, interviewing, contract evaluations, training, and readiness of new employees
  - Establish opportunities for growth and development of employees through engagement and retention strategies, while expanding team by 100%
  - Directly manage team of fifty (50) employees
  - Extensive experience with multiple CRM platforms including Zendesk, Salesforce, and Hubspot
  - Familiarity with multiple platforms that assist B2B and B2C services and products, including Shopify, Shipstation, Trello, Slack, and WooCommerce, as well as numerous proprietary platforms
  - Actively assist with content creation and proofing collateral for marketing and sales purposes
  - Strategize growth and sales opportunities for new clients, while also closing sales through referrals from own accounts
  - Oversee and approve all monthly invoices to clients
  - Responsible for client accounts as Account Manager while also managing two (2) other Account Managers, maintaining 90% retention of client portfolio and 45% revenue growth from existing clients
  - Lead weekly Staff Meetings with Operations, Account Managers, and Executives to highlight successes, discuss strategies to maintain KPIs and metrics, and review pertinent internal and external information
  - Lead monthly pricing meeting with Executives to communicate and evaluate monthly progress within set metrics and overall P&L
  - Oversee monthly P&L to effectively maintain a 15% reduction in overhead costs while increasing annualized revenue by 200%
  - Research and implement new platforms, policies, and procedures to streamline processes, payroll, and overall management

05/2016 to 05/2018

Events and Operations Manager

Verb – City, STATE

- Coordinated all aspects of client events, both within United States and internationally in six (6) countries, to ensure client expectations are met
- Responsible for Project Management creation and upkeep for event activities
- Oversaw all Employee Engagement within competitions, including correspondence with client, associates, and social impact organizations, translation services, platform management, reporting, and coordination with Development Team to resolve issues
- Worked directly with Marketing Manager on creative aspects of events
- Responsible for client satisfaction of events based on specific metrics
- Experience at SaaS start-up for entire cycle of launching new platform
- Member of Quality Assurance team for all materials uploaded to Verb’s learning and development platform to ensure copy, verbiage, and overall look adhered to standards
- Updated company-wide budgets and expense reports on monthly basis
- Assisted Interim Chief Financial Officer with all Human Resources functions
- Proficient in program management software including Jira, Basecamp, and Team Gantt
- Proficient in Google Workspace, Apple applications, Microsoft Office, Adobe Creative Cloud, HubSpot, Slack, Dropbox, Expensify, QuickBooks Online, and Bill.com

06/2005 to 02/2012

Senior Food and Beverage Manager

Dallas Cowboys Football Club / Legends Hospitality – City, STATE

- Event planner for all internal events and meetings, both on- and off-site, including event location, menus, décor, set up/break down, accurate staffing, security, special appearances, and logistics
- Executed NFL Hall of Fame Induction Party and New Stadium Reveal event
- Responsible for all monthly and yearly financial reports
- Led procurement process and inventory of department needs with move to AT&T Stadium
- Updated and distributed Master Events Calendar daily for entire department
- Assisted with interviewing, hiring, and training new employees and created New Hire Training Materials
- Implemented and maintained new database to streamline booking, referral, event management, and financial aspect of all events
- Developed, proofed and coordinated collateral packages, including all printed materials, gifts, and sales information
- Worked closely with Vice President of Food and Beverage on confidential projects, travel arrangements, new stadium logistics, special events, and research

## Education

- 05/2005

Master's of Education in Sport Management

The University of Texas At Austin - Austin, Texas
- 05/2003

Bachelor's of Science in Education: Kinesiology

University of Arkansas - Fayetteville, Arkansas