

# Jessica Claire

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## SUMMARY

A small town upbringing instilled values within me. I have taken these with me on my travels all over the world. I am personable and comfortable in groups and with public speaking. I have a strong creative background in the arts including painting, writing, dance and design. I have owned and operated four successful businesses and consulted for countless others. I have a knack for getting along with others and considered very upbeat as a person. I am a hard worker and always over perform my duties.

## SKILLS

- Originality and Creativity
- Focus and Follow-Through
- Business Leadership
- Employee Motivation
- Marketing Tactics
- Management Team Building
- Staff Development
- 30 years experience

## EXPERIENCE

- 12/2005 to Current

Owner/Designer/President

Aramark Corporation – Wynnewood, PA

  - Founded the Company
  - Oversaw staff hiring, initiating new training and scheduled processes to streamline operations.
  - Created: The Concept, the Marketing, the Designs, the Packaging, the Ad Campaigns and oversaw the PR
  - Achieved vending licensing in: Macy’s, Saks Fifth Ave, Bloomingdale's, The Ritz Carlton and stores in Europe, Canada and Asia
  - Was the face of the brand and the spokesperson for interviews with: Ryan Seacrest on E!, Mario Lopez on Extra! , Current, TV, Playboy TV, NBC, ABC, CBS and FOX
  - Took a simple idea from conception to a house-hold name to a publicly traded company (RKBD)
  - Represented and made a deal with Mark Cuban on Shark Tank in front of ten Million viewers
  - Produced hundreds of photoshoots, events, collaborations and fashion shows

12/1999 to Current

Spokesperson/Trustee

Group Publishing, Inc. – Loveland, CO

- Acted as lead of all media and PR while simultaneously presenting as the face of the Trust Fund
- Maintained professionalism and efficiency while working closely with my Billionaire Trustees.
- Handled the affairs of a \$500 Million Trust for over 20yrs
- Spoke on behalf of the Trust in 15 countries all over the world
- Juggled multiple projects and tasks to ensure strong media presence
- Defined strategies and created plan to achieve ambitious operational objectives.
- Produced and starred in multiple TV shows, Movies, Music Videos and a Netflix Documentary series for the Trust

12/2003 to 12/2005

Owner/Marketing Director

Torque Grill & Cantina – Burleson, TX

- Founded the company
- Created the concept of Marketing, Advertising and Full Production under one roof
- Launched integrated marketing campaign models to enhance prospect engagement.
- Developed and implemented digital marketing plans to incorporate SEO, social media platforms and video campaigns.
- Recommended product changes to enhance customer interest and maximize sales.
- Lead Producer for 15 years
- Planned and produced highly effective experiential marketing events.
- Produced Ad campaigns for: Cigarette Racing Boats, Caviar Creator, Imperia Vodka, and hundreds of other luxury brands
- Handled accounts all over the world

12/2001 to 12/2003

District Marketing Manager

Marriott International – Willow Grove, PA

- Produced events for every bar and restaurant from South Miami to Boca Raton (over 40 accounts)
- I created promotions for 36 brands
- I oversaw 12 employees that I trained personally
- I achieved the top producing region in the US market two years in a row
- Established and managed strategic and tactical plans for the South East region
- Championed new product line launches by developing effective advertising plans, promotional tactics, street marketing events and social media activities.

12/2000 to 12/2003

Owner/President

Cast Inc – City, STATE

- Founded the company
- Created a reliable service for promotional Staffing and event planning after encountering problems with the company I was using to staff for Marketing Connections and Diageo Distributors
- Oversaw staff hiring, initiating new training and scheduled processes to streamline operations.
- Devised business and marketing plans and prepared monthly financial reports.
- Handled brands such as Captain Morgan, Red Stripe, Smirnoff, Bass Ale and Guinness

12/1997 to 12/1998

Assistant Editor

City To Cities Magazine – City, STATE

- Began as a travel writer
- Produced events for the Magazine
- Produced and starred in 12 page editorial spread
- I went on to write as the Food Critique, Travel Features, New Product Reviews and Feature Columns
- During a strike at the Magazine the Chief Editor and I put out an entire issue between the two of us

12/1996 to 12/1997

Server

The Ritz Carlton Resort – City, STATE

- Server in a 5 Star 5 Diamond Restaurant and Hotel
- Produced training sessions for new employees on restaurant procedures and Hotel standards

12/1990 to 12/1996

Croupier

Emerald Princess Cruise Lines – City, STATE

- Worked my way up from busboy, to bar-back, to waiter Cruise Director, to Croupier and Fire Captain
- Dealt Blackjack, Roulette, Poker, Pai Gow and Let it Ride
- Put out two fires and transported 3 sick and injured passengers to safety as Fire Chief

## EDUCATION AND TRAINING

- 01/1995

AA: General Studies

Florida Community College - Jacksonville Beach, FL
- 01/1993

Associate of Arts: General Studies

University of Florida - Gainesville, FL

## ADDITIONAL INFORMATION

- Honors , National Honors Society President of Academic Excellence Captain of FBHS Soccer Team United States Navy Nuclear Test Winner Graduated with Honors Duke University SAT Excellence Award