

Jessica Claire

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Executive Profile

Highly motivated Sales Associate with extensive customer service and sales experience. Outgoing sales professional with track record of driving increased sales, improving buying experience and elevating company profile with target market.

Skill Highlights

- Guest services
- Inventory control procedures
- Merchandising expertise
- Loss prevention
- Cash register operations
- Product promotions

Core Accomplishments

- Bachelor of Science in Sociology - Cum Laude
- Associate in Science in Culinary Arts - Honor Society
- Epsilon - You Made it Happen Award for development and implementation of quarterly account reviews
- Harte-Hanks, Inc. - Outstanding Achievement Award for service above and beyond

Professional Experience

- 05/2014 to Current **Database Marketing Coordinator**
Chukchansi Gold – Oakhurst, NJ
- Initiate and maintain list research scheduling, priorities and execution
 - Analyze database and communicate trends to management to increase attendance at seminars and conferences
 - Manage webinar series from concept through delivery for six-eight monthly programs including list selection and eRecruitment
 - Track and monitor all marketing campaigns from printing through to lettershop
 - Maintain master schedule across disciplines to ensure sufficient and appropriate reach
- 02/2012 to 05/2013 **Account Manager**
Sartorius Sted Bio – Amsterdam, NY
- Developed and delivered strategic direct-to-consumers and direct-to-healthcare professionals database marketing programs
 - Partnered with brand managers to define program objectives and develop metrics to align with brand strategies
 - Managed all internal and external communication for relationship marketing campaigns
 - Reported and analyzed project results and recommended solutions to increase transactions
 - Maintained expert knowledge of interactive database program design and execution
- 05/2007 to 05/2008 **Marketing and Community Relations Manager**
Wabtec Corporation – Rosemont, IL
- Managed team of store artists and food demonstrators to achieve a clear and concise marketing voice consistent with national branding and differentiation messaging
 - Maintained and updated store website integrating corporate initiatives and local offerings through website design, banner messaging and promotional material
 - Developed and launched store events, media relations, community outreach and local advertising
 - Produced bi-monthly email newsletter including copy development, list acquisition and segmentation and eCommerce vendor management
 - Developed and tracked marketing plan to increase basket size, frequency and total revenue
- 03/2001 to 05/2007 **Project Management Specialist**
Pendo – Chicago, IL
- Defined and managed world-wide information technology programs to improve margin, enable growth and ensure global consistency
 - Led virtual internal and external service teams to assess, communicate and track projects
 - Managed monthly account review and improvement process for top 50 global accounts including data collection, analysis, financial reporting, and action planning
 - Developed and delivered standard governance and service documentation processes
 - Built, maintained and trained teams on central, project planning tools to effectively plan and communicate progress including risk assessment, compliance and system integration
 - Designed and managed reporting structure, change management process and communication plan to facilitate on-time, accurate delivery of all programs resumesample@example.com
- 12/1997 to 07/2000 **Senior Account Executive**
Codelicious – Indianapolis, IN
- Established a competitive advantage in new account generation by aggressively utilizing account target methods, pricing, vendor partnerships and value added product offerings
 - Implemented strategic marketing campaigns for large financial institutions, focusing on mergers and acquisitions
 - Pursued data-driven, value based marketing for both acquisition and portfolio management for credit card and credit line products increasing profitability and operational efficiency
 - Directed teams of creative and print professionals to produce and deliver to specification
 - Controlled RFP process, budget, revenue, expense estimates and forecasts
- 03/1994 to 12/1997 **Account Executive**
Nrg Energy, Inc. – Houston, TX
- Directed teams of strategic, technical and creative direct marketing professionals to implement design, development and analysis for a broad range of direct marketing programs
 - Managed lists, segmented databases and tracked responses to ensure reach to the most responsive and profitable target audience
 - Managed communications plan to ensure schedules and contact strategies were being met
 - Managed design and development of database systems for ongoing complex loyalty program
 - Assisted clients with most cost-effective methods of direct mail campaigns through the understanding of postal regulations and discounts
- 08/1993 to 03/1994 **Administrative Assistant**
JLS Mailing Services – City, STATE
- Maintained company database
 - Assisted implementation and compliance of Total Quality Management
 - Provided administrative support to sales, customer service and accounting

Education

Bachelor of Science: Sociology
Massachusetts College of Liberal Arts - North Adams, MA
Bachelor of Science in Sociology - Cum Laude Massachusetts College of Liberal Arts - North Adams, MA

Associate in Science: Culinary Arts
Johnson & Wales University - Providence, RI
Associate in Science in Culinary Arts - Honor Society Johnson & Wales University - Providence, RI Awards, Recognition, Activities Epsilon - You Made it Happen Award for development and implementation of quarterly account reviews Harte-Hanks, Inc. - Outstanding Achievement Award for service above and beyond Volunteer: Elderhostel; North Adams Teen Services Chair, Friends of Jeanne Benefit

Professional Affiliations

Associate in Science in Culinary Arts - Honor Society

Presentations

Analyze database and communicate trends to management to increase attendance at seminars and conferences

Skills

Marketing, Database, Account Executive, Change Management, Collection, Data Collection, Documentation, Financial Reporting, Governance, Integration, Integrator, Progress, Project Management, Project Planning, Risk Assessment, Clients, Database Systems, Databases, Direct Mail, Direct Marketing, Postal, Increase, Account Generation, Budget, Credit, Credit Card, Forecasts, Mergers And Acquisitions, New Account, Portfolio Management, Pricing, Rfp, Strategic Marketing, Database Marketing, Account Manager, Healthcare, Metrics, Relationship Marketing, Solutions, Advertising, Bi, Branding, Business Intelligence, Community Outreach, Community Relations, Ecommerce, Marketing Plan, Media Relations, Promotional, Segmentation, Vendor Management, Voice, Printing, Scheduling, Accounting, Administrative Assistant, Administrative Support, And Accounting, Customer Service, Receptionist, Retail Sales, Sales, To Sales, Total Quality Management, Associate, Award