

JESSICA CLAIRE

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 100 Montgomery St.
10th Floor

SKILLS

- Decision Making
- Social Media Scheduling (Hootsuite, Brandwatch, Agora, Pulse)
- DSP (Demand side Platform)
- Share Point
- AWS
- PPC
- Google Analytics/GSC/Google Ad
- Microsoft office
- Agile Methodologies
- Object Oriented Programming (OOP)
- Creative Thinking
- Adobe Creative Suite
- Direct to customer Marketing (DTC)
- Project Scope Creation/ Product Management
- Relationship Development
- Facebook Ads Manager/FB Insights
- CRM/SEO/SEM/SQL/HTML/CSS
- Film/Photography/Editor/ Graphics
- UX / UI Designer

EDUCATION

Boise State
Boise Idaho • 06/2013

Bachelor of Science: Criminal Justice

Boise State University
Boise, ID • 06/2013

Bachelor of Arts: Film And Video Production

PROFESSIONAL SUMMARY

Dedicated & well rounded creative with emphasis on Digital Marketing & Social Media. Exhibiting true love for business building, art and the science of the content creation process. Seasoned professional at creating marketing, branding, advertising strategies, and product managing. Consistently enhancing creative insight through projects and professional workshops. Highly-skilled & driven to fulfill planned concepts or desired results for projects. Flexible and gifted at tackling obstacles while meeting creative and trendy marketing goals. Exceptional skills working with over 30 programs Experienced Creative with over 10 years of experience in Film and Art, Social Media and the Digital Marketing industry. Excellent reputation for resolving problems and improving customer satisfaction whether its online content or personal content, overall delivering great results.

WEBSITES, PORTFOLIOS, PROFILES

- www.QspStudios.com
- www.QeSnaps.com
- <https://www.houstonchronicle.com/neighborhood/memorial/article/Creative-hub-in-Memorial-provides-mee>

WORK HISTORY

Illinois Tool Works - Digital Marketing Director/ Social Media Manager

Bossier City, LA • 03/2016 - Current

- Managed campaigns with specific focuses in order to meet customer needs and creative visions.
- Identified target market and key segments through in-depth analysis of markets and related trends.
- Curated and segmented editorial content to increase engagement and channel growth.
- Analyzed and reported social media and online marketing campaign results.
- Collaborated with sales, marketing and support teams to launch products on time and within budget.
- Coordinated project planning and execution with team members and team leads.
- Developed high-impact creative trailers and promotional content for company campaigns from concept to completion.
- Developed strategic communication and marketing plans.
- Evaluated and contributed to creative team ideas and translated into actionable project plans.
- Demonstrated advanced knowledge of music composition, sound design and digital graphics.
- Oversaw full teams of writers, artists, designers and project managers.
- Orchestrated photo sessions by choosing photographers, stylists and cosmetic artists.
- Evaluated and approved image retouch work, mechanicals and art proofs to deliver quality results.
- Collaborated with production on task list creation to meet overall project goals on time.
- Preserved branding standards of assigned accounts.
- Develop original content through social listening and independent sources.
- Maximized advertising efforts by developing content for media relations, corporate communications and social media posts.
- Collaborated with product development team to effectively modernize and update promotions.
- Directed content of website by gathering information and integrating data from other departments.
- Managed continuous improvement initiatives to drive gains in quality, flow and output.
- Resolved issues quickly to maintain productivity goals.
- Standardized production procedures, job roles and quality assurance guidelines.
- Set clearly defined goals to drive customer retention, brand awareness and website or social media traffic.

Chewy - Creative Assistant/Social Media Specialist

Seattle, WA • 06/2018 - 03/2020

- Increased customer engagement through social media.
- Monitored advancements in social media and technology, working with marketing teams to adopt new platforms and facilitate integration into marketing plans.
- Maintained company's social media presence by posting messages, answering posts and monitoring responses.
- Tracked innovations in social media and worked with key functional groups to adopt emerging technology.
- Utilized SEO best practices to increase social media program's visibility and organic growth.
- Analyzed and reported social media and online marketing campaign results.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Conducted daily updates to social media profiles to boost company online presence.
- Maintained and shared portfolios of artistic work to demonstrate styles, interests and abilities with potential customers.
- Consulted with clients to discuss commission ideas and style preferences to create mutually agreeable project parameters.
- Strategized social media campaigns for clients, helping to meet goals and reach untapped potential customers.

Kroger - Digital Marketing Specialist

Columbia, SC • 12/2017 - Current

- Set up for shots according to production schedules, weather and lighting conditions and available equipment.
- Managed online and offline content and content direction.
- Produced original video content by working collaboratively with producers, designers and art specialists to facilitate multimedia production.
- Maintained over \$100K worth of equipment by designing and sticking to preventive and regular maintenance schedules.
- Storyboarded films and recorded over 200 hours of footage for 20 projects.
- Established and adhered to detailed production schedules for over countless projects.
- Used Premiere Pro & Final Cut to edit footage into correct order and add effects.
- Edited videos and rearranged shots to match creative or production requirements.
- Developed studio sets and lined up furniture and props.
- Set up and used cameras in different types of mounts for live and recorded broadcasts.
- Calculated proper lighting, shutter angles, camera distances and shot factors.
- Adjusted and controlled video equipment, composing and framing shots.
- Changed camera attachments based on specific shot requirements and environmental conditions.

Artifact Content - Creative Director

City, STATE • Jul2015 - Current

- Managed client relationships and expectations for creative projects with varying budgets and objectives.
- Collaborated with production on task list creation to meet overall project goals on time.
- Oversaw hiring, training and direction of creative personnel to achieve optimal results.
- Developed strategic communication and marketing plans.
- Negotiated vendor contracts and services to meet budget requirements.
- Negotiated contracts with stylists and photographers to organize photo shoots.
- Developed high-impact creative projects from concept to completion, including trailers and promotional content for company campaigns.
- Demonstrated advanced knowledge of music composition, sound design and digital graphics.
- Revamped work strategies and processes to accomplish agency objectives.
- Established procedures and quality standards for department.
- Oversaw, guided and coached over 30 designers and art directors

QSP Studios - Owner

City, STATE • 10/2013 - Current

- Film Editor, Director, Photographer
- Optimized team hiring, training and performance.
- Developed key operational initiatives to drive and maintain substantial business growth.
- Consulted with customers to assess needs and propose optimal solutions.
- Used knowledge of market trends to create value-added Visuals resulting in significant increase in revenues and clients.
- Managed day-to-day business operations.
- Applied performance data to evaluate and improve operations, target current business conditions and forecast needs.
- Conducted target market research to scope out industry competition and identify advantageous trends.

ACCOMPLISHMENTS

- Created QSP Studios (12525 Memorial Drive)
- Manage 30 Creatives
- Studios does 300 bookings per month
- Q.S Productions 60 clients monthly
- Skilled in over 50 programs