

Jessica Claire

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PROFESSIONAL SUMMARY

Digital Marketing Specialist with 5 years of content creation experience. Specializes in harnessing the power of social media to boost customer engagement in innovative ways.

SKILLS

- Talented public speaker
- Strong written and verbal communication skills
- Social media marketing
- Online marketing campaign management
- Advanced layout and design skills
- Web content creation
- HTML
- CSS
- Adobe Creative Suite/Cloud
- Google AdWords
- Video editing
- Excellent online community management

WORK HISTORY

DIGITAL MEDIA SPECIALIST 06/2014 to CURRENT

Garver | Dallas, TX

- Create and manage all content on websites, blogs and social media.
- Develop and execute major Facebook, Twitter, Instagram and web campaigns within budget and scope of online objectives.
- Boosted website traffic by 50% by creating an integrated social media strategy.
- Implement and manage on-site SEO for websites, blogs, and YouTube.
- Streamline operational efficiencies by implementing innovative marketing and sales strategies, including email-marketing campaigns.
- Design effective and engaging print and marketing initiatives for all website properties.
- Track and analyze social and web data to choreograph and optimize targeted social campaigns, as well as assign ROI-driven metrics to each campaign.

PUBLICIST 09/2012 to 06/2014

Harpercollins Publishers | Boston, MA

- Coordinated PR campaigns for 30+ new book titles each year. This included: writing and distributing press releases, creating media lists for each title, keeping in constant contact with old and new media outlets, following up on review copy requests and review statuses, crafting and managing social media and PR campaigns for each individual author and their new title.
- Pitched and secured print media, television, online and radio for every author and each new title.
- Attended 3-5 trade shows each year to preserve company relations with distributors, customers and media personnel.
- Oversaw author tours and media events.
- Worked with sales and marketing departments to create cohesive publicity efforts.

MARKETING ASSISTANT 06/2012 to 08/2012

Hargrave Military Academy | Chatham, VA

- Collect data from our major distribution companies each week to determine sales and track any patterns.
- Fulfilled any basic requested maintenance of the websites, such as adding images, SEO implementation and creating landing pages.
- Completed various projects requested by the Director of Marketing and Sales.

WEB DESIGN & SOCIAL MEDIA CONTRACTOR 11/2011 to 04/2012

Design Net Web Solutions | City, STATE

- Designed and social media pages for clients.
- Conceptualized, planned and executed original designs for a wide range of website properties.
- Used site analytics and metrics to define and monitor success.

EDUCATION

Master of Science | Interactive Media DECEMBER 2012

Quinnipiac University, Meriden, CT

- 3.7 GPA

Bachelor of Arts | Communications MAY 2011

Central Connecticut State University, New Britain, CT

- 3.1 GPA
- Minor in Creative Writing