

Jessica Claire

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LINKS

- Portfolio: <http://Jessicaestavillo.com>
- LinkedIn: <http://www.linkedin.com/in/JessicaClaire>

PROFESSIONAL SUMMARY

Versatile content director, producer, and writer (B2B & B2C) experienced in women's health, entertainment, news, and digital media. Proficient in creative content strategy, short-form video content creation, video editing, and writing/revising diverse content. Works with minimal input to produce engaging, authoritative, and error-free work. Seasoned at supervising content at all stages from concept through completion.

SKILLS

- Content Producing, Videography & Video Editing
- Sr. Writing Expert (B2B, B2C) & Proofreading
- Content Design & Content Strategy
- Social Media Management & Digital Marketing
- Creative Software: Adobe CC, Premiere, Canva Pro
- Brand Building & Audience Engagement
- Website Management & Corporate Blogging
- Digital Asset Management, Project Management
- CMS & WordPress Expertise

WORK EXPERIENCE

DIGITAL CONTENT DIRECTOR | PRODUCER | SR. WRITER & SOCIAL MEDIA MANAGER

01/2014 to CURRENT

Bergaila | Grants, NM

Consulting Companies: Fullerton Paint & Floor | Naturalena | iRecon | STN Media | Newport Unified School District | Hiblu Magazine

- Directed, created, developed, and produced concepts through execution. Created impactful multimedia content, including producing short videos (shooting, editing), content marketing B2B & B2C writing such as ads, social media, website, video scripts, product description, white paper, website content, emails, and blogs for brand building.
- Published social media and all digital marketing copy (B2B & B2C): blogs, emails, website content, video scripts, paid ads bolstering brand awareness by 62%. Directed content & social strategy, tripling followers and boosting sales by 23%.
- Streamlined operational processes & workflow to increase efficiency of team performance & resource allocation. Devised social media strategies & outreach by generating content ideas & highly-visual digital marketing content.
- Brainstormed content marketing strategies based around client's business goals, existing content & chosen key performance indicators.

CONTENT MANAGER | SENIOR WRITER | SOCIAL MEDIA MANAGER

06/2019 to 11/2021

Nexstar Media Group | Honolulu, HI

- In charge of all B2B & B2C content/writing-related tasks for Amberen, a national women's supplement brand. Tasks included rewriting company's website, emails, blogs, social media copy, Facebook ads, direct mail, video scripts, Amazon page copy, Costco ads, & all marketing copy.
- Directed omnichannel content & marketing strategy approach to assist marketing team with brand awareness & product sales. Managed all social media platforms including copy, social images design, creating content calendar, scheduling, analyzing data, & growing social channels.
- Created & managed an organic women's-only Facebook group for the company growing it to 6500 members in under a year. Produced content strategy by improving marketing copy for Amberen product launches in major national retailers - Costco, Walmart, Sam's Club, Target, CVS, Walgreens, Kroger bolstering brand awareness & sales by 15-20%, resulting in the successful sale of Biogix to Alliance for \$110M in 2020.

PRODUCTION MANAGER

01/2013 to 01/2014

Captionmax (Live Broadcast) | City, STATE

- Worked with Salesforce & managed all closed-captioning orders for both live & off-air broadcasting. Communicated between live captioning writers & network production crew/master control room & coordinated multiple projects.
- Managed over 50 writers creating efficiency by monitoring correspondence, production scripts, show materials & transcripts between writers & networks. Communicated with various major networks including: Viacom, NBC, TNT, ESPN, Fox, Fox Sports, CBS, CBS Sports, Diva Network, WB & WWE.
- Reviewed work for quality & compliance with company standards & design specifications. Created streamlined production schedules & collaborated with production employees to communicate objectives & goals.

NEWS PRODUCER

01/2012 to 01/2013

ABC50 | City, STATE

- Produced creative news content including reporting, writing, editing, & shooting news coverage.

Authored articles that generated thousands of hits for ABC50's websites and interviews, including topics on Martin Luther King III, Holocaust survivor, Esther Bauer, & Reality TV Star, Matt Roloff of "Little People Big World."

- Facilitated videography, video editing, & reporting initiatives, as well as developing new creative content. Additional responsibilities included social media outreach & organic campaigns to promote news articles across all social channels.

- Delivered informative, relevant content by strategically managing stories & coverage. Staged content on-site & on-location to professionally offer compelling news stories

EDUCATION

Masters | TV, Radio, & Film

S.I. Newhouse School of Public Communications, Syracuse, NY

Certification, Project Management

Villanova University, Villanova, PA

B.A. Film Production & Electronic Media

California State University - Long Beach, Long Beach, CA

Digital Marketing & Social Media Certifications

LinkedIn:

- Social Media Advertising Specialist
- FB & Twitter Marketing & Advertising
- Advertising on Instagram, Snapchat, YouTube, Pinterest, & LinkedIn
- SEO, Social Media Marketing, & Programmatic Advertising Foundations

Facebook Blueprint

- Creative Strategy

Udemy Online Learning

- Adobe Experience Manager Basics

ACCOMPLISHMENTS

- Honors & Awards: David Twohy Award For Best Writing | Carl Foreman Award for Best Directing | Best Short Film @ Latina Film Festival | Honorable Mention For Best Dramatic Screenplay @ CSU Media Arts Festival

- Volunteer: Assisted Metamorphosis Literary Agency with reading manuscripts (novels), providing detailed notes on ways aspiring authors can improve their manuscripts leading to book deals.