

Jessica Claire

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PROFESSIONAL SUMMARY

Goal-oriented public relations and marketing expert with natural talents in developing and implementing successful strategies, driving profits, increasing market shares and strengthening customer dominance. Hardworking, performance-oriented leader offering proven expertise in project development, team supervision and campaign enhancement. Prepared to bring 10+ years of progressive experience and take on a challenging position with opportunity to make lasting impact on company and customer success.

SKILLS

- Strategic Planning
- Campaign management
- Staff Management
- Brand Development
- Corporate Communications
- Public and Media Relations
- Excellent Work Ethic
- Client Communication
- Content Management
- Copywriting
- Business Development

EDUCATION

Master of Arts: Public Relations & Corporate Communications, 05/2011
Barry University - Miami, FL

Bachelor of Arts: Communication And Culture , 05/2009
Indiana University Bloomington - Bloomington, IN

- Minored in Graphic Design / Studio Art
- Member of Public Relations Student Society of America

CERTIFICATIONS

- HubSpot Academy Certificate in Inbound Marketing and Social Media Marketing

VOLUNTEER

Organization: **American Cancer Society** - 2013 - Current

- Volunteer Leadership Board Member for the American Cancer Society Broward.
- Served on the State Advisory Board in 2015 and 2016, assisting 27 events throughout Florida in sponsorship, team development, fundraising, mission advocacy, publicity, and social media.
- Event: Making Strides Against Breast Cancer. Publicity and Social Media Director: secured preview, on-site, and post-event coverage and created content for all platforms before, during, and after the event. Previously held Entertainment Director: secured all entertainment (speakers/performers) for the event.

ADDITIONAL WORK HISTORY

- <https://www.linkedin.com/in/JessicaClaire/>

WORK HISTORY

Digital Marketing Media Manager, 08/2019 - Current
Hireminds Llc – Boston, MA

- Continually maintain and improve company's reputation and positive image in markets served.
- Oversee preparation of marketing copy, images, videos, emails and other collateral.
- Develop insights on marketing campaigns to assess performance against goals.
- Direct marketing projects at all stages, including conceptual planning, schedule management and final implementation.
- Oversee social media platforms, including scheduling posts, organizing content calendars, and creation of copy, graphics, and videos.
- Organize all email marketing initiatives, from conception, scheduling, and distribution. Maintain and organize weekly newsletters.
- In 2020, worked on rebuild of brand new website, which included new coding, copy revision, and new layout. Continue to maintain website on as-needed basis.
- Work with team on event management, including ideation, development of promotional schedule, social media, and email marketing.
- Handle day of virtual needs, such as running Zoom, Vimeo, YouTube Premiere, PowerPoint, video production and editing, and scriptwriting.
- Distribute all media relations and advertising needs including press release drafting and pitching.
- Ensure all projects and tasks are effectively handled and efficiently orchestrated, which includes daily overview of project management system, Monday.com.
- Handle all copywriting company needs.

Adjunct Professor, 08/2015 - Current
Marquette University – Milwaukee, WI

- Adjunct Professor for following courses: PR/Marketing, Topic Research, and Research-Intensive.
- Use variety of learning modalities and support materials to facilitate learning process and accentuate presentations, including visual, aural and social learning modalities.
- Evaluate and revise lesson plans and course content to facilitate and moderate classroom discussions and student-centered learning.
- Develop curriculum standards, lesson plans and syllabi.
- Work with colleagues and administrators to create robust education programs.

CEO & Publicity Director, 09/2012 - 08/2019
The Catalyst Publicity Group, LLC – City, STATE

- Developed key operational initiatives to drive and maintain substantial business growth.
- Devised new promotional approaches to boost customer numbers and market penetration while enhancing engagement and driving growth.
- Maintained effective staff and resource utilization rates to balance financial and operational obligations.
- Built productive relationships with industry partners and competitors to support strategic business objectives.
- Reviewed individual department performance and worked with leadership to improve processes, procedures and practices.
- Managed partnerships and strategic business relationships, including negotiating contract terms and handling conflicts.
- Cultivated forward-thinking, inclusive and performance-oriented business culture to lead industry in innovation and push progress.
- Created and executed press campaigns, which included securing international/national/regional press (print, online, radio, and TV).
- Crafted and monitored marketing and publicity timelines to ensure every campaign stayed on track.
- Handled all business leads, contracts, and CPG conversations on a day-to-day basis.
- Managed staff of up to 15 individuals.
- Engaged in team-building opportunities and led meetings.
- Handled all accounting, payroll, project management systems, and budgeting for CPG.
- Oversaw, ran and maintained all social media upkeep for CPG/clientele across multiple platforms.
- Created meaningful partnerships with brands on behalf of CPG clientele while ensuring unique cross-promotion.
- Wrote and distributed all CPG/clientele press releases and press kits.
- Maintained all press and industry lists and databases.
- Created and distributed all email marketing.
- Coded, organized, and kept CPG website up to date.