

JESSICA CLAIRE

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PROFESSIONAL SUMMARY

Emerging Marketing professional completing M.S. in Digital Marketing offering organized nature, project oversight and innovative ideas to support business and customer demands. Creative and engaging, knowledgeable about content creation, social media engagement and brand relations. For examples of my work, please reference my online portfolio: Jessicacportfolio.wordpress.com

SKILLS

- Project management
- Branding
- Budgeting
- Email blasts and newsletters
- Content creation
- Organization, prioritizing, and multitasking
- Time management & scheduling
- Building relationships via social media partnerships
- Website rebranding
- Web analytics
- Strategic planning

EDUCATION

Texas A&M University - Commerce
Commerce, TX • 04/2021
Master of Science: Marketing

Temple University
Philadelphia, PA • 05/2015
Bachelor of Arts: Strategic Communications

WORK HISTORY

Workiva - Digital Marketing Manager

Stockholm, ME • 05/2019 - 11/2020

- Assisted with capturing and analyzing social media metrics. I created a spreadsheet with the market's metrics and tracked it on a weekly basis, to track progress.
- Assisted in creation of pre-season marketing plans to support department and divisional strategies.
- Tracked and analyzed web analytics to recommend proactive adjustments to strategies. This led to revamping the market's social media pages, website and weekly newsletter. Revamping newsletter/ website led to a 98% increase of clicks and traffic to site.
- Created unique, engaging content for range of social media platforms including Pinterest, Facebook and Instagram. Their following has doubled this past year just on Instagram, starting at less than 410 and standing currently at 947 followers.
- Assisted with development of event strategies and tactical plans to promote accomplishment of marketing goals. This led to one of market's most successful events, Art Appreciation. Local artists were able to showcase their works, while patrons admired/bought around market. Event was written about in two local papers.
- Coordinated meetings between project members to develop ideas, discuss progress and set goals.
- Promoted brand identity by delivering an attractive, user-friendly and unique website.

Collective Health - Partnership Manager

Lehi, UT • 04/2018 - 11/2018

- Project coordination for 20 clients, based on a bimonthly schedule for partnerships and giveaways. Clients include but are not limited to: Rao's Homemade, Wandering Bear Coffee, BluePrint, Kite Hill, Kopari, The New Primal, One Bars.
- Tracked social media KPIs throughout course of giveaways. This was done by utilizing iconosquare and Bit.ly. The most notable giveaway 'Fun in the Sun' gained client 100 followers in a matter of 48 hours.
- Oversaw production team during content creation sessions. With each shoot, I delivered creative, product and timeline for the content. From there production put it into motion.
- Manage workflow according to timelines and schedules. Production took about a week and a half, and the turn around was about the same. Everything was handed to client in a matter of two weeks.
- Increased customer engagement through social media. Giveaways gave us a chance to expose client to new consumers. Each partner brand played a role in this engagement and interaction.
- Analyzed KPIs monthly, applying data analytics to drive future strategic planning. KPIs gave us insight on what was and wasn't working. The next giveaway, would then follow suit.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs. I brainstormed ideas and partners behind each giveaway. It was my job to not only have vision and creative behind giveaway, but to establish a relationship with partner brands.

LMS - Social Media & Production Coordinator

City, STATE • 10/2017 - 04/2018

- Designed and implemented effective budgeting policies and procedures for bi monthly production shoots.
- Organized, coordinated and lead bimonthly production shoots.
- Maintained engagement with clients' consumers on a daily basis.
- Used Bit.ly and Iconosquare to track consumer engagement and draw conclusions about user data.
- Curated and segmented editorial content to increase engagement and channel growth. This included creation of Instagram stories for clients via programs such as Canva, as well as pulling images for inspiration/content from Pexels and Unsplash.
- Reviewed daily tasks of Production Team and made sure we stayed on track to give deliverables to clients.
- Utilized techniques such as cold calling, social networking and email marketing to develop new leads.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating and authentic approach.

AFFILIATIONS

National Society of Leadership and Success
Rho Lambda