**Jessica N. Piche**

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Beaverton, OR 97007

(760)846-0575

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**EDUCATION:**

**Bachelor of Science in Business Administration, Marketing**

University of Oregon, Eugene, OR, June 2010

Minor: Public Relations/Journalism

Academic Honors: Dean’s List

**EXPERIENCE:**

**Market Research Associate**

Deborah Rivers Research

Carlsbad, CA October 2010- April 2011

* Coordinated multiple aspects of marketing research activities including recruiting and organizing focus groups.
* Gathered and analyzed qualitative data in order to form overall findings on new products for companies such as Sony and Bandai.
* Created final report summaries and PowerPoint presentations for clients in Korea, Japan and Tokyo.

**Public Relations/Marketing Associate**

Ascent Home Loans

Newport Beach, CA September 2010- April 2011

* Built and developed social media sites including Facebook, Twitter, Wordpress and ActiveRain which resulted in dramatically improved SEO and web-site ratings.
* Designed and produced flyers and brochures in order to create long lasting business relationships with other mortgage companies, Real Estate Agents and consumers.
* Prepared press releases and other media tools in order to gain community awareness in multiple counties including San Diego and Orange County.

**Vice President of Event Planning**

American Marketing Association

Eugene, OR January 2007-September 2010

* Developed marketing campaigns and promotions for University programs as well as national organizations and charities.
* Planned and coordinated events for the University of Oregon athletic department including annual Nike football camps and several fundraisers.
* Recruited University of Oregon Alumni to volunteer and support upcoming events by creating high-quality marketing presentations which resulted in a 200% increase in Alumni support.

**SKILLS**:

* Proficient in Microsoft Outlook, Word, Excel, Access and PowerPoint
* Internet savvy and capable of working with social media
* Admirable phone and communication abilities