

Jessica Claire

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SUMMARY

Versatile media professional with background in Communications, Marketing, Human Resources and Technology.

EXPERIENCE

HR SPECIALIST, US HR OPERATIONS

08/2015 to CURRENT

Fort Knox Federal Credit Union | Brandenburg, KY,

- Managed communication regarding launch of Operations group, policy changes and system outages
- Designed standard work and job aids to create comprehensive training program for new employees and contractors
- Audited job postings for old, pending, on-hold and draft positions.
- Audited union hourly, non-union hourly and salary background checks and drug screens
- Conducted monthly new hire benefits briefing to new employees across all business units
- Served as a link between HR Managers and vendors by handling questions and resolving system-related issues
- Provide real-time process improvement feedback on key metrics and initiatives
- Successfully re-branded US HR Operations SharePoint site
- Business Unit project manager for RFI/RFP on Background Check and Drug Screen vendor

IT, MARKETING AND COMMUNICATIONS CO-OP

2014 to 04/2015

United Technologies Corporation | City, STATE,

- Posted new articles, changes and updates to corporate SharePoint site including graphics and visual communications.
- Researched and drafted articles and feature stories to promote company activities and programs.
- Co-edited and developed content for quarterly published newsletter.
- Provided communication support for internal and external events.
- Collaborated with Communication team, media professionals and vendors to determine program needs for print materials, web design and digital communications.
- Entrusted to lead product, service and software launches for Digital Asset Management tool, Marketing Toolkit website and Executive Tradeshows Calendar.
- Created presentations for management and executive approval to ensure alignment with corporate guidelines and branding.
- Maintained the MySikorsky SharePoint site and provided timely solutions to mitigate issues.
- Created story board and produced video for annual IT All Hands meeting.

RELATIONSHIP COORDINATOR/MARKETING SPECIALIST

09/2012 to 2014

Barnum Financial Group/MetLife | City, STATE,

- Partnered with vendor to manage the in-house advertising program consisting of print and media collateral pieces.
- Coordinated pre-show and post-show activities at trade shows.
- Managed marketing campaigns to generate new business and to support partner and sales teams.
- Ordered marketing collateral for meetings, trade shows and advisors.
- Improved, administered and modified marketing programs to increase product awareness.
- Assisted in preparing internal promotional publications, managed marketing material inventory and supervised distribution of publications to ensure high quality product output.
- Coordinated marketing materials including brochures, promotional materials and products.
- Partnered with graphic designers to develop appropriate materials and branding for brochures.
- Used tracking and reporting systems for sales leads and appointments.

ASSISTANT HEAD TELLER

08/2009 to 09/2012

TD Bank, NA | City, STATE,

- Received an internal audit score of 100%.
- Performed daily and monthly audits of ATM machines and tellers.
- Educated customers on a variety of retail products and available credit options.
- Consistently met or exceeded quarterly sales goals
- Promoted products and services to customers while maintaining company brand identity
- Implemented programs to achieve and exceed customer and company

- participation goals
- Organized company sponsored events on campus resulting in increased brand awareness
- Coached peers on the proper use of programs to improve work flow efficiency
- Utilized product knowledge to successfully sell to and refer clients based on individual needs
- Promoted marketing the grand opening of new branch locations to strengthen company brand affinity
- Organized company sponsored events resulting in increased brand awareness and improved sales
- Coached peers on the proper use of programs to increase work flow efficiency

SENIOR PRODUCER - 2014 SHU MEDIA EXCHANGE to
Sacred Heart University | City, STATE,

Planned and executed event focusing on Connecticut's creative corridor, growth of industry and opportunities that come with development. A panel of industry professionals addressed topics related to media and hosted a question and answer session for approximately 110 attendees. Following the forum, guests were invited to engage in networking and conversation at a post-event reception.

EDUCATION **Master of Arts | Corporate Communication & Public Relations** 2014
Sacred Heart University, Fairfield, CT
 GPA:

Bachelor of Arts | Relational Communication 2013
Western Connecticut State University, Danbury, CT
 GPA:

SKILLS Adobe Photoshop, ADP, Asset Management, branding, brochures, content, Customer Care, Final Cut Pro, graphics, graphic, HR, Illustrator, InDesign, Innovation, inventory, Lotus Notes, marketing, marketing materials, marketing material, materials, Microsoft Office, SharePoint, newsletter, presentations, process improvement, Project Management, promotional materials, publications, Quality, real-time, Recruitment, reporting, RFP, sales, stories, Employee Development, video, web design, website, articles