

JESSICA CLAIRE

Montgomery Street, San Francisco, CA 94105

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SUMMARY

Highly motivated Sales Associate with extensive customer service and sales experience. Outgoing sales professional with track record of driving increased sales, improving buying experience and elevating company profile with target market.

HIGHLIGHTS

- Journalism student with strong written and verbal communication skills. Motivated self-starter with experience in public relations writing and event planning.
- Summary of Qualifications
- Cooperative team member
- Special events planning
- Multi-media marketing
- Writing and editing skills
- Microsoft Office, Excel, PowerPoint proficiency

ACCOMPLISHMENTS

EXPERIENCE

05/2015 to 08/2015 **Public Relations and Event Planning Assistant**

Bmo â€™ Calumet City, IL,

- Wrote press releases and media advisories, prepared information for media kits and maintained company website and social media outlets.
- Managed special events such as tournaments, book signings and parties.
- Coordinated services for events such as entertainment, signage, printing, event security and secured vendors and sponsorships.

11/2014 to Present **Vice President**

National Association Of Black Journalists â€™ City, STATE,

- Manage all social media outlets including Twitter, Instagram and Facebook.
- Create events for professional development within a team of six journalism students.
- Develop strategies for acquiring and maintaining membership.

12/2013 to 09/2014 **Coordinator of Internal Marketing**

â€™ City, STATE,

- Managed inbound marketing campaigns to increase brand awareness and generate new business.
- Planned and negotiated media buys, including TV, print and digital.
- Contributed to the planning and execution of an event with more than 8,000 attendees.

EDUCATION

August 2012

Bachelor of Arts: Journalism Public Relations

INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS -

Indianapolis, IN

GPA:

Journalism Public Relations

Certificate in Event Management:

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GPA:

SKILLS

book, editing skills, event planning, Event Management, Special events, Journalism, marketing, Excel, Microsoft Office, PowerPoint, Multi-media, press releases, public relations, self-starter, TV, verbal communication skills, website, written