JESSICA CLAIRE

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EXECUTIVE PROFILE

High-performing executive with extensive hospitality and luxury lifestyle experience. A strategic trendspotter who excels at developing dynamic partnerships and programs that serve as the impetus for multi-tiered marketing campaigns as well as top-tier media exposure.Â

SKILL HIGHLIGHTS

- Social Media & Influencer Strategy
- Project ManagementÂ
- Brand Partnership DevelopmentÂ
- CRM
- Content & SEO Marketing
- Budget Development & ManagementÂ
- New Hotel Launch & Re-Launch/Brand Development

CORE ACCOMPLISHMENTS

Initiated and cultivated aÂ strategic business partnership between The Benjamin Hotel in Manhattan with Cornell Professor & Co-Author of *Sleep for Success*Â Dr. Rebecca Robbins to provide hotel guests with a science-driven sleep program, resulting in more than 1.4 billion impressions in 2015.
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Conceptualized and launched The Surrey's first full lobby & rooftop exhibition "ArtSpeak" with partner ArtMuse, which served as a robust marketing campaign to capitalize on the primary brand pillar and strengthen awareness among an affluent target market. To further align with efforts, the hotel was named "Coolest Art Hotel" by *Tatler Hong Kong* and "World's Best Art Hotels" by *Town & Country*.
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Grew CRM subscriber list from 78K to 102K members in one month due to a strategic partnership with media partner *Pure Wow*, The New York City Ballet and Rebecca Taylor.Â

PROFESSIONAL EXPERIENCE

02/2015 to Current **Director of Public Relations & Partnerships**
Crystal â€" Nashville, TN,
- Lead ideation and craft programming for Affinia Hotel Collection, The Benjamin and The Surrey with the purpose of creating experiences that truly benefit the end-user and support revenue goals.
- Oversee strategic partnerships and collaborations connecting like-minded brands to enhance target audience awareness, to refresh digital/PR content, and to increase email traffic and improve SEO.
- Lead media relations for hotels/spa to shift market share from competition and expand visibility among target audience yielding hits in *The New York Times*, *Yahoo!*, *USA Today*,Â *British Airways*, *Air France Magazin*e, and *CNBC* "Secret Lives of the Super Rich."Â

04/2013 to 01/2015 **Marketing Director**
Cushman & Wakefield Inc â€" O Fallon, MO,
- Re-launched The Benjamin, a luxury boutique hotel, through a three-year, multiphase $10 million renovation and brand repositioning.
- Redesigned programming by developing key partnership with up-and-coming lifestyle partners such as BarkBox, a subscription-based pet company, SIN Workouts, a high-end fitness concierge service, and Dr.Â Robbins, co-author of Sleep for Success!
- Led digital content marketing and CRM initiatives for independent hotels yielding a 19% increase year-over-year in package and promotion revenue production and a 23% increase in web revenue for The Benjamin within the first year.
- Directed in-house and external creative teams, PR, and media buying agencies on creative development, messaging, production, campaign implementation, tracking, and analysis.
- Served as brand management ambassador ensuring properties were accurately represented across touch points and customer-facing disciplines from management and sales to catering and staff teams.

2010 to 03/2013 **Assistant Director/Marketing Manager**
Denihan â€" City, STATE,
- Launched The National Bar & Dining Rooms by *Food Network* Iron Chef Geoffrey Zakarian, designated as one of "50 favorite New York restaurants" by The New York Times, which involved leading the RFP process, overseeing graphic design development, and co-directing key partnership events with *Food Network*, *Saveur Magazine* and *Manhattan Magazine.*Â

- Developed guest-centric hotel programming (e.g., Sleep Program, Winks Kidzzz Club, and Handel Group Management Coaching) that highlighted assetsÂ distinct from the competitive set and created brand awareness which resulted in noteworthy coverage in *The New York Times*, *USA Today*Â and *Departures.com*.
- Key member of theÂ website and mobile site development team for MansfieldHotel.com, Affinia.com,Â and TheBenjamin.com, which included creative direction, layout, navigation and web content.
- Supported sales teams with branded collateral and presentations for sales events and conventions.
- Represented parent company at Annual NYU International Hospitality Industry Investment Conference and spoke on behalf of hotel brands at industry conferences on the topic of PR and influencer relations.

08/2008 to 10/2009 **Account Director**
Parasol PR â€" City, STATE,
- Key client and press contact for the launches of Montage Beverly Hills, FIG Restaurant, and The Surrey collaborating with clients and press to craft compelling stories incorporating key messages and emerging trends covered in *W Magazine*, *Travel + Leisure*, *Departures*, *Vogue.com*, *Vanity Fair.com* and *T Magazine: The New York Times*.
- Developed media strategy for pitches, securing three new clients accounting for 65% of total revenue.

2006 to 07/2008 **Account Supervisor/SAE**
Lou Hammond & Associates â€" City, STATE,
- Created client campaigns and annual plans.
- Identified and cultivated potential marketing partners for promotional initiatives to improve brand awareness.
- Leveraged media relationships to produce top placements for clients, resulting in three Hospitality Sales & Marketing Association International Adrian Awards for 2007 and top-tier placements.
- Generated top billing account wins by drafting new business plans as core member of the creative team.

EDUCATION

August 2004 **Master of Journalism**: **PR/Integrated Communications Science and Library Technology**
University of North Texas - ,
GPA:
PR/Integrated Communications Science and Library Technology

August 2002 **Bachelor of Arts**: **Psychology English**
University of North Texas & Baylor University - ,
GPA:
Psychology English

PROFESSIONAL AFFILIATIONS

Business Chicks USA
Denihan Talent Development Program
Luxury Society Member
Marie Forleo B-School
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TECHNICAL SKILLS AND QUALIFICATIONS

- Public Relations Software: Gorkana, Meltwater
- Desktop Publishing Software: Photoshop, HTML, Squarespace, Mailchimp, CendynÂ