

Jessica Claire

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SUMMARY

Creative and dynamic Digital Marketing professional with international experience in project management, Digital marketing and Social Media strategy development, as well as community and engagement growth. Innovative team player with a passion for content marketing and customer experience.

HIGHLIGHTS

- Digital marketing strategy
- Social media
- Community management
- Reporting and analysis
- Customer service/experience
- Project management
- Problem solving
- Agency management

EXPERIENCE

SOCIAL MEDIA AND DIGITAL MARKETING CONSULTANT

04/2015 to CURRENT

Richemont | Denver, CO,

Facebook content strategy
Graphic design
Fan growth
Facebook Advertising
Social Listening
Content Curation

SOCIAL MEDIA & DIGITAL MARKETING CONSULTANT

09/2014 to CURRENT

Michaels Stores | Tacoma, WA,

Facebook content strategy
Graphic design
Fan growth
Facebook Advertising
Photography
Social Listening

EMARKETING/ONLINE MEDIA EXECUTIVE

06/2013 to 01/2015

Insight Investments Llc | Boston, MA,

- Develop and implement social media and digital marketing strategies
- Own the management of content development, fan acquisition, and engagement for the largest Facebook page in Trinidad and Tobago (244K fans)
- Supervise digital marketing agency in the creation of content calendars, development of content, planning and buying of online advertising and engagement with fans/followers for customer service resolution
- Oversee online media planning and buying; manage online advertising budget for facebook advertising, google display network and third party website, and Search Engine Marketing
- Establish and disseminate reporting of online marketing and social media activities for strategic planning and content development
- Update digiceltt.com to reflect up to date information on company products, services, promotions, news, and activities
- Oversee the design and development and design of Facebook and mobile applications Manage in-country marketing efforts for Digicel Top Up From Abroad program.

SENIOR MERCHANDISING MANAGER

10/2007 to 04/2013

Scholastic Education | City, STATE,

- Managed Search Engine Marketing agencies and consultant while overseeing 400% growth in annual Google AdWords budget to US\$400K.
- Used Google Adwords platform daily to perform keyword research and monitor spending, wrote ad copy, and analyzed campaign performance Created display advertising media plans and managed a US\$100K media buy for various educational technology programs.
- Project managed the creation of websites from conception to launch including business needs assessment, budget and schedule management, user interface and experience design, vendor selection for design and development, asset collection, content and SEO recommendations, QA, and User Acceptance Testing (UAT).
- Reviewed functional and content specs of websites in development to make SEO recommendations based on best practices for top natural search rankings Oversaw delivery of monthly web traffic reporting and provided ad hoc reports to upper management as needed Oversaw Teacher Store merchandising by junior staff and worked with developers to implement ongoing technical maintenance and enhancements to the ecommerce platform.

MERCHANDISING MANAGER

04/2005 to 09/2007

	<p>Scholastic Education City, STATE,</p> <ul style="list-style-type: none"> Oversaw search engine marketing efforts by working with SEM agencies; reporting on results; managing budgets; implementing SEO recommendations; and keeping Teacher Store and product campaigns current in Google, Yahoo, and MSN Project managed the creation of product websites by collecting assets and being the liaison between interactive producers at eScholastic and brand managers to ensure that business requirements were met Assisted in the management of the Teacher Store Online by monitoring the addition, maintenance, and merchandising of products; promoting monthly promotions; and managing implementation of technical maintenance to the platform Reviewed traffic and revenue reports for product websites and the Teacher Store online to ensure that revenue and traffic goals were being met and to address the causes of any shortfall Supervised and trained marketing coordinators, consultants, and summer interns. 	
	<p>MARKETING COORDINATOR</p>	06/2004 to 03/2005
	<p>Scholastic Education City, STATE,</p> <ul style="list-style-type: none"> Supported Merchandising Managers in the promotion and maintenance of over 12K products in the Teacher Store Online Oversaw addition of products to the online store by managing designers, coordinating with database administrators, and collecting product information from multiple company databases and data systems Coordinated design and HTML coding for monthly promotions on the Teacher Store homepage and landing pages Assisted in building new websites by gathering assets and routing design rounds to stakeholders for feedback and approval Managed both in-house and external vendors in the creation and deployment of monthly Teacher Store email campaigns. 	
	<p>CHANNEL MARKETING ASSISTANT</p>	02/2004 to 05/2004
	<p>Scholastic Education City, STATE,</p> <ul style="list-style-type: none"> Assisted Director of Channel Marketing in project management for website builds and email campaigns Carried out administrative tasks including filing, updating budget records, and coordinating meetings for projects. 	
EDUCATION	<p>B.A Communication Studies</p> <p>Morgan State University, Baltimore, Maryland</p> <p>GPA: Summa Cum Laude</p> <p>Telecommunications, Television Production (Summa Cum Laude)</p>	DECEMBER 2003
	<p>Certificate Social Media</p> <p>Hootsuite University, ,</p> <p>GPA:</p>	2013
	<p>Intermediate Certificate Wine & Spirits</p> <p>International Wine Center, New York, New York</p> <p>GPA:</p> <ul style="list-style-type: none"> Pass with Merit Currently studying to sit the exam for the WSET Level 3 (Advanced) Award in Wine and Spirits 	2007
HONORS AND AWARDS	<ul style="list-style-type: none"> Scholastic Big Day for PreK Website (www.bigdayforprek.com): 2012 Communicator Award of Excellence accepted with design firm Sean Oakes Studios Scholastic Expert 21 Website and (www.expert21.com) Brochure: 2010 AEP Beacon Award Winner for Integrated Marketing Campaign for product launch as part of the Channel Marketing team Outstanding Marketer Award Presented to the Online Selling team and its partners in recognition contributions to Scholastic's success during the 2004-2005 fiscal year 	
SKILLS	<p>Social Media Management</p> <p>Content Strategy</p> <p>Digital Advertising</p> <p>User Interface Design (Microsoft Visio and OmniGraffle)</p> <p>Graphic Design (Photoshop)</p> <p>Basic HTML</p> <p>Budget Management</p> <p>Agency Management</p> <p>Microsoft Office</p> <p>Media Planning</p> <p>Ecommerce</p> <p>Reporting and Analysis (Google Analytics, Omniture Site Catalyst)</p> <p>Google Adwords</p> <p>Wine Tasting</p>	

administrative, Adobe Photoshop, ad, advertising,
ad copy, agency, budgets, budget, homepage, com,
consultant, content, content development, content
development, Council, customer service, databases,
database, delivery, DreamWeaver, ecommerce,
email, English, filing, functional, Graphic Design,
Basic HTML, HTML coding, Illustrator, Information
Architecture, Director, managing, marketing
strategies, marketing, Mathematics, media planning
and buying, meetings, Merchandising, Excel,
Microsoft Office, Outlook, PowerPoint, Microsoft
Visio, Word, MSN, Natural, needs assessment,
network, online marketing, page, Physics, project
management, promotion, QA, reporting, research,
routing, Spanish, strategic planning, Teacher, user
interface, website, Web Development, websites