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# JESSICA CLAIRE

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## PROFESSIONAL SUMMARY

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Versatile digital marketerÂ bringing

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## HIGHLIGHTS

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|--|---------------------------|
| • Pay Per Click (PPC)                                    | • SproutSocial            |
| • Google Adwords   | • Hootsuite               |
| • Google Analytics                                       | • Marin Software          |
| • Content Marketing                                      | • Drupal                  |
| • Social Media Marketing - Facebook, LinkedIn, Instagram | • WordPress               |
| • ROI Reports  | • HTML                    |
| • MS Office - Excel, Word, Powerpoint, Outlook           | • Optimizely              |
| • PPC Bid Management                                     | • Landing Page Management |
| • Lead Generation  | • A/B Testing             |
| • Mobile Marketing                                       | • Multivariate Testing    |
| • Video Marketing  | • Content Writing         |
|  | • Blogging                |
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## EXPERIENCE

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**Digital Media Buyer**, 03/2016 - Present

**Marshfield Clinic** â€“ Hayward, WI,

- Oversees and co-manages PPC campaigns across multiple search engine platforms for three beauty school directory websites.
- Creates, implements, and manages all organic social profiles and paid social campaigns (Facebook, Instagram, Twitter, Pinterest, etc.) strategies for beauty school directory websites.
- Organizes and creates monthly blog and photo content for social profiles and blog site.
- Partners with Creative Director to create original content and to promote new brand across social platforms.
- Successfully increased brand awareness on Instagram and increased follower growth by over 400% within the first month of managing social account.
- Attends online and local marketing seminars to actively keep up with industry changes and trends.

**Digital Media Buyer**, 10/2014 - 02/2016

**Marshfield Clinic** â€“ Stettin, WI,

- Managed over 10 different education clients' paid social media and paid search accounts across multiple platforms.
- Effectively budgeted and managed over \$500,000 per month in client money to implement throughout search and social campaigns.
- Consistently hit client lead goals and CPI goals each month with each client's given budget.
- Created and delivered paid social and paid search strategy performance reports for clients and senior management.
- Communicated directly with client services team and clients regarding account management and performance.

**Sales Associate**, 06/2014 - 10/2015

**Aarons** â€“ Pensacola, FL,

- Created and managed social media accounts across multiple platforms.
- Helped increase brand awareness and advertised product promotions to current customers.

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## EDUCATION

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**Bachelor of Arts**: Communication Business,

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**University of Missouri** - Columbia, Missouri

GPA:

Communication Business

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## SKILLS

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account management, photo, budget, content, CPI, Creative Director, client, clients, Drupal, senior management, HTML, Internet Marketing, managing, marketing, Excel, money, MSOffice, Outlook, PowerPoint, Word, Page, seminars, strategy, websites, Content Writing