

# Jessica Claire

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## SUMMARY

A versatile and creative Project Manager effectively leads and directs projects from inception to launch. More than 5 years of progressive management experience and repeated success in developing project initiatives, directing project plans, and achieving revenue performance targets.

## HIGHLIGHTS

- MS Office (Word, Excel, PPT, Outlook)
- Project management and product development
- Budgeting and forecasting
- Process improvement
- Organized
- Detail oriented
- Effective communication skills
- Analytical, organizational, and time management skills

## ACCOMPLISHMENTS

- Recipient of the Discipline Achievement Award for Introduction to Business in 2009 and 2010.
- Recipient of the Discipline Achievement Award for Marketing in 2011.
- Recipient of the Product Team of the Year Award in 2013.

## EXPERIENCE

### PRODUCT DEVELOPER/PROJECT MANAGER2014 to CURRENT

Oxford University Press, Inc. | Oxford, Oxon Ox2 6Dp

- Manage project budgets of \$700,000.
- Draft project goals, objectives, budgets, complex production schedules, execute action plans, and lead meetings with brand managers, authors, and subject matter experts to review project status.
- Collaborate with core team members including digital product analysts, brand managers, and director of digital content in developing/testing/implementing digital tools and platforms to provide market leading online assessment content and deliver world-class digital content.
- Identify potential supplement authors and subject matter experts, negotiate work-for-hire agreements, and manage team of 15-25 freelance work based on guidelines established.

### DEVELOPMENT EDITOR2009 to 06/2011

Groupm | Saint Petersburg, FL

- Worked closely with authors, editorial team members, design and production, marketing, the sales force, and additional internal and external customers, following McGraw-Hill's market-driven product development model.
- Established project goals, objectives, budget, and schedules with Executive Editor.
- Researched and analyzed targeted competition to determine the competitive environment with regard to textual presentation and pedagogical features.
- Established, implemented, commissioned, and analyzed reviews for market research and development purposes of print and digital products.
- Prepared and submitted turnover packets and worked in tandem with colleagues in the digital group; Editorial, Design, and Production; and others to ensure timely publications and/or launch.
- Attended the Summer and Winter American Marketing Association's Educator's Conference, managed the set-up of booth, and identified the exhibit for potential customers working one-on-one with customer's explaining new products and features that differentiate from competitors' products.

### ASSISTANT ACCOUNT EXECUTIVE01/2008 to 04/2008

Tria Restaurant | River Falls, WI

- Worked on Alaska Airlines, Albertsons, Lucky, and Staples maintaining a working relationship with clients while managing internal teams to meet deadlines and expectations.
- Coordinated and monitored projects from the inception of a job to final production.
- Conducted a competitive market analysis by going out in the field, compiled key data for competitive landscape, and interpreted key findings.
- Generated timelines for all print and radio production projects.
- Assisted with weekly client status reports and helped team manage various client requests on a daily basis.

### ASSISTANT MEDIA PLANNER/RESEARCH - FREELANCER08/2007 to 2008

GenerH Inc | City, STATE

- Worked closely with Media Planning Director and Marketing Team on 2008 media planning and research for various clients.
- Developed recommendations based on client's target audience and suitable media mix.
- Reviewed statistical data and research reports on consumer demographics, geography, and category sales trends.
- Created competitive analysis reports and identified key industry trends.

### ASSISTANT MEDIA PLANNER/CLIENT SERVICES02/2005 to 03/2007

MindShare World | City, STATE

- Provided the client with research and development of media plans to efficiently promote client brand.
- Identified target audience and ideal media outlets.
- Recommended media mix and frequency appropriate to the client's budget and objectives.
- Established competitive analysis reports and identified major trends and significant findings.
- Researched statistical information of Hispanic trends in the market and interpreted findings.

### FRONT DESK AGENT02/2002 to 04/2005

Hyatt Regency Chicago | City, STATE

- Provide courteous and professional service to all hotel guests while up-selling hotel services to enhance awareness of the hotel's new additions.
- Guest registration and accommodating special requests whenever possible.
- Posting guest charges and providing guests with sufficient documentation of any room billings.
- Handling guest check-ins and check-outs efficiently and in a friendly and professional manner.
- Offered promotion in March 2003 but needed to focus in finishing B.S. in Marketing.

## EDUCATION

**Bachelor of Science** | Marketing2004  
**DePaul University, Chicago, IL**  
Minor in Spanish

## LANGUAGES

Bilingual English/Spanish

## SKILLS

attention to detail, enthusiastic people person, problem-solving skills, effective communication skills, creative, resourceful, detail oriented, quick-learner