

Jessica Williams

Hello, My name is Jessica! I am a recent business graduate.

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I am inspired by how thoughtful design is capable of making a mundane task into a magical experience. Whether through simplifying or innovating the user experience can always be taken to the next level. I enjoy working on challenging problems and discovering new ways to reach the ideal client and change the game. I am excited for the future, new experiences, thrilling opportunities, and the many creative people that are to come.

Authorized to work in the US for any employer

Work Experience

Marketing Consultant

Eat The Frog Fitness

January 2021 to May 2021

- Participated in project status update meetings, keeping stakeholders apprised of ongoing data collection efforts and preliminary results.
- Increased brand awareness by developing technical and non-technical marketing collateral and presentations, public relations campaigns and updates.
- Planned marketing initiatives and leveraged referral networks to promote business development.
- Controlled activities to maintain work standards, adhere to timelines and meet quality assurance targets.
- Created market-specific campaigns for social media and studio openings

Shift Leader

Panera Bread

March 2014 to May 2021

- Resolved challenging customer complaints to full satisfaction, promoting brand loyalty and maximizing repeat business.
- Delivered superior training and leadership to teams to boost performance and help team members achieve performance targets.
- Collaborated with internal teams to streamline operations across materials handling production and order completion.
- Performed store opening, closing and shift change actions, including completing accurate shift change logs, to keep operations efficient and current.

Office Assistant

VVAG

January 2014 to August 2014

- Answered incoming calls, took down messages, and provided information.
- Sorted and organized materials such as physical files, tracking spreadsheets, and reports.

- Greeted visitors and customers upon arrival, offered assistance, and answered questions to build rapport and retention.
- Acted as the first point of contact and set appointments for prospective clients
- Assisted internal staff with clerical and administrative needs to maximize efficiency and team productivity.

Education

Bachelor of Science in Business

California State University - San Marcos, CA

September 2015 to May 2021

Skills

- Shift Management
- Microsoft Word
- Microsoft Excel
- Microsoft Office
- Mac OS
- Organization design
- Recruiting
- Leadership
- Marketing
- Digital art
- Digital marketing
- Data analytics
- Customer service
- Customer support
- Event planning
- Team management
- Leadership
- UX Design
- Adobe Photoshop
- Wireframing
- Marketing
- User research
- Public relations
- Content strategy
- Google Analytics
- WordPress
- Branding

Links

<https://jesswill1225.wixsite.com/my-site>

<https://www.linkedin.com/in/jessica-williams-csusm>

Awards

Dean's List

January 2020

During the Fall and Spring semesters, students who complete a minimum of 12 units of graded Cal State San Marcos coursework and who earn at least a 3.5 semester GPA (grade point average) qualify for inclusion on the undergraduate Dean's List.

Congratulations to all of the business and pre-business students who dedicated themselves to their studies and earned this prestigious distinction.

Certifications and Licenses

Google UX Design

June 2021 to Present

About this Professional Certificate

Prepare for a career in the high-growth field of UX design, no experience or degree required. With professional training designed by Google, get on the fast-track to a competitively paid job. There are currently 113,700 U.S. job openings in UX design with an average entry-level salary of \$58,600.¹ User experience (UX) designers focus on the interaction that users have with products, like websites, apps, and physical objects. They make those everyday interactions useful, enjoyable, and accessible. Over 7 courses, gain in-demand skills that will prepare you for an entry-level job. At under 10 hours per week, you can complete the certificate in less than 6 months.

You will create designs on paper and in digital design tools like Figma and Adobe XD. By the end of the certificate program, you will have a professional UX portfolio that includes three end-to-end projects, so that you're ready to apply for jobs. Upon completion, you can directly apply for jobs with Google and over 130 U.S. employers, including Walmart, Best Buy, and Astreya.

82% of Google Career Certificate graduates report a positive career outcome like a new job, promotion, or raise within 6 months.²

Assessments

Social media — Highly Proficient

June 2021

Knowledge of popular social media platforms, features, and functions

Full results: [Highly Proficient](#)

Search engine optimization — Highly Proficient

June 2021

Interpreting online website performance metrics and understanding search engine optimization tactics
Full results: [Highly Proficient](#)

Market research — Highly Proficient

June 2021

Analyzing data and using market research tools

Full results: [Highly Proficient](#)

Marketing — Expert

June 2021

Understanding a target audience and how to best communicate with them

Full results: [Expert](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.