



# JESSICA NOCERA

CUSTOMER SUCCESS MARKETING SPECIALIST

## PROFILE

As a creative and results-oriented professional, I am a natural storyteller committed to crafting impactful and unforgettable experiences through my content creation. With a strong background in integrated campaign strategy, social media communications, and a focus on customer-centric growth, I excel in cross-functional collaboration to surpass project expectations and spearhead successful marketing endeavors.

## EXPERIENCE

CUSTOMER SUCCESS MARKETING SPECIALIST

**AMC Technology | 2022 - Present**

- Collaborated in successfully rebuilding a new website, contributing to its launch and improved user experience.
- Developed and executed marketing campaigns targeting existing customers, resulting in increased customer success and growth.
- Drove a 200% growth in customer reviews since 2021.
- Organized and managed impactful webinars as part of marketing campaigns, driving customer engagement and education.
- Identified and cultivated client relationships as potential marketing channels through case studies, testimonials, references, speaking opportunities, and webinars.
- Implemented a post-onboarding experience, resulting in a 30% increase in customer satisfaction and support, leading to a 20% improvement in customer retention and expansion.

MARKETING SPECIALIST

**LifeWorks Restaurant Group | 2021 - 2022**

- Collaborated with leadership and culinary teams to develop and assess marketing programs aligned with LifeWorks and Capital One's culinary vision.
- Created monthly strategic communication plans for teams, optimizing timing.
- Designed engaging consumer collateral for cafes and mobile platforms, improving brand engagement.
- Developed a detailed amenities guide for Capital One campuses, aiding associates in locating services.
- Contributed to strategic planning, innovation, and program promotion for increased sales and customer satisfaction.

MARKETING SPECIALIST

**Fort Sill Family and MWR | 2019 - 2021**

- Developed innovative campaigns following MWR style guides for Child and Youth Services and Business Operations.
- Led the Fort Sill Living Guide rebranding, overseeing 83% of the content.
- Fostered key relationships with the marketing director, media outlets, and Garrison public affairs office.
- Successfully launched a weekly DFMWR email newsletter, reaching over 10K soldiers, employees, and civilians.
- Received the Army Civilian Service Achievement Medal for outstanding performance in graphic design, marketing, and advertising support spanning Business Operations and Child and Youth Services.

## GET IN TOUCH!

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## EDUCATION

**B.F.A Advertising Design**

Savannah College of Art and Design

University of Creative Careers

2009-2015

## SKILLS

Art Direction  
Branding and Identity  
CRM Software  
Copywriting  
Digital Marketing  
Graphic Design  
Marketing Strategy  
Photography  
Problem-Solving  
SEO and SEM  
Social Media Management  
Storytelling

## SOFTWARE

Adobe Creative Suite  
Canva  
Dynamics 365  
Google Analytics  
Google Workspace  
Microsoft Office Suite  
WordPress