

Derek Clements

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EXECUTIVE SUMMARY

Creative marketing professional with a concentrated focus in neuromarketing and graphic design. Over 15 years of experience in design, and 5 years in marketing on both agency and corporate sides. Received MBA in 2021 from Suffolk University with 3.8 GPA, and currently working as a Bank Marketing Manager.

WORK HISTORY

2022 - Present

BankGloucester | Gloucester, MA

Marketing Manager

- Develop social, email & direct mail campaigns
- Manage website with 5000+ monthly users
- Plan and organize community Involvement
- Draft and send all customer communications
- Track department expenses and ad spend

2015 - 2022

Safety Insurance | Boston, MA

Senior Billing Specialist

- Handled customer escalation calls
- Trained and mentored new team members
- Investigated and corrected billing system issues
- Acted as interim supervisor as needed

Billing Specialist

- Provided customer service via phone, email & chat
- Assisted in testing and roll out of new updates
- Reported and tracked billing system issues
- Reviewed and reconciled customer accounts

SKILLS & APPS

- Project Management
- Technical Translation
- Data Management & Analysis
- Research & Reporting
- Product/Software Testing
- Creative Problem Solving
- Generative AI
- Graphic Design
- Professional Writing
- Conflict Resolution
- WordPress CMS
- Office 365
- Adobe Creative Cloud
- Employee Development
- Customer Communications

EDUCATION

Dec 2021

Suffolk University

MBA

May 2015

Salem State University

BA