

Kim Jimenez

kimberlymj@gmail.com | 305 215 4540 | kimjimenez.com

Experience

Omelet | Los Angeles, CA

Senior Communications Strategist, Jan 2016 - Present

- Developing strategy with a hybrid lens to merge digital expertise and creative thinking.
- Uncovering insights to spur development of innovative content that drives key engagement goals.
- Executing integrated, cross-platform campaigns along with paid, earned, & owned media efforts.
- Collaborating closely with teams to embed strategic thinking directly into all creative.
- Managing and mentoring junior strategists across various accounts.
- Clients include Ubisoft, Nickelodeon, Red Bull, AT&T, and Walmart.

The Barbarian Group | New York, NY

Senior Media & Distribution Lead, Nov 2014 - Dec 2015

Media & Distribution Lead, Oct 2012 - Nov 2014

- Managed digital and social content creation, as well as media distribution for Fortune 500 brands.
- Produced award winning digital work with superior engagement.
- Coordinated key partnerships with influencers, as well as up-and-coming platforms or startups.
- Oversaw community management teams for client channels.
- Clients included GE, Brisk, AARP, Mirinda, Sauza & Hornitos Tequila, Bacardi, Google, and Pepsi.

Launch Collective | New York, NY

Digital Marketing Manager, Jan 2010 - Oct 2012

- Coordinated all community management and blogger outreach.
- Monitored paid digital advertising campaigns and analytics across social, display, and search.
- Managed, designed, and merchandised e-commerce websites.
- Assisted in HTML/CSS and Javascript development to implement changes or troubleshoot bugs.
- Clients included Vena Cava, Monique Péan, Giles & Brother, Gretchen Jones, lemlem, Pamela Love, Edon Manor, Novis, Kaelen, and Tanya Taylor.

Education

Parsons The New School for Design | New York, NY

Bachelors of Business Administration, Design + Management, Class of 2011

Columbia University - CBS | New York, NY

Retailing: Design & Marketing of Luxury Products - Fall 2010 Semester

Awards

The Webby Awards, April 2015

Nominee, Best Integrated Campaign - General Electric

Nominee, Best Use of Native Advertising - General Electric

Honoree, Best Branded Content - General Electric

Digiday Content Marketing Awards, May 2014

Best Brand on Instagram - General Electric

Skills

Mac OS X, iOS 9, Microsoft Windows

Twitter, Facebook, Pinterest, Instagram, Vine, Snapchat, Periscope, Imgur, Tumblr, Foursquare, LinkedIn, and Google+.

Percolate, NewsCred, Crimson Hexagon, Sysomos, SpredFast, HootSuite, Twitter Ads & Analytics, Facebook Insights, Sprinklr, Social Flow, Google Analytics, and Offerpop.

Adobe Creative Cloud, including Photoshop, Illustrator, and InDesign.

Basic HTML, CSS, and Javascript.