



**KIM
JIMENEZ**
DIGITAL STRATEGY

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EXPERIENCE

TBWA\MEDIA ARTS LAB

Interactive Strategy Lead | Nov 2019 - Present

Senior Interactive Strategist | Jul 2017 - Nov 2019

Leading digital strategy, communications, and media insights to cultivate integrated campaigns that support iPhone and annual Keynote launches. Developing content strategies to extend messages across multiple priorities, optimizing to drive awareness and education around product, features, and the brand's values.

Driving the development of digital experiences, overseeing and collaborating with creatives to build innovative and immersive ecosystems engaging viewers in new ways. Partnering with social platforms to launch custom ad units, developing first-of-their-kind content types, and using new technology to capture attention and drive action. Resulting in robust interactive experiences that not only drive longer time spent than film content, but also generate record sales.

OMELET

Senior Communications Strategist | Jan 2016 - Jul 2017

Developed strategy with a hybrid lens to merge digital expertise and creative thinking. Uncovered insights to spur development of innovative content that drives key engagement goals. Executed integrated, cross-platform campaigns along with paid, earned, and owned media efforts. All while collaborating closely with teams to embed strategic thinking directly into all creative. Finally, also managed and mentored junior strategists across various accounts. Clients included Ubisoft, Nickelodeon, Red Bull, AT&T, and Walmart.

THE BARBARIAN GROUP

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. Coordinated and produced award winning digital campaigns with superior engagement. Developed and oversaw key partnerships with influencers, as well as up-and-coming platforms or startups—executing the first ever branded influencer campaign on Instagram. Also directed community management teams for client channels. Clients included GE, Brisk, AARP, Mirinda, Sauza & Hornitos Tequila, Bacardi, Google, and Pepsi.

LAUNCH COLLECTIVE

Digital Marketing Manager | Jan 2010 - Oct 2012

Began my career in the fashion industry, coordinating all community management and influencer outreach across several brands. Monitored paid digital advertising campaigns and analytics across social, display, and search. Managed, designed, and merchandised e-commerce websites. Also 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, and Tanya Taylor.

AWARDS

Cannes Lions | 2019

Creative Marketer of the Year - Apple

The Webby Awards | 2019

Best User Experience - iPhone Swipe Up Showroom
Video Experimental & Weird - Apple Animoji
Video Ad Short-Form - Apple Animoji
Gaming Advertising - Apple Unleash

The Webby Awards | 2015

Best Integrated Campaign - GE
Best Use of Native Advertising - GE
Best Branded Content - GE

Digiday Content Awards | 2014

Best Integrated Campaign - GE
Best Use of Native Advertising - GE
Best Branded Content - GE

SKILLS

Social Media

Twitter, YouTube, TikTok, Instagram, Facebook, Pinterest, Snapchat, Reddit, Imgur, Tumblr, Foursquare, and LinkedIn.

Content Management & Analytics

Percolate, NewsCred, Crimson Hexagon, Sysomos, SpredFast, Twitter Ads & Analytics, TweetDeck, Facebook Insights, Sprinklr, Social Flow, Social Rank, Sharpr, and Google Analytics.

Programs & Languages

Mac OS Catalina, iOS 13, Microsoft Windows and Office Suite. Adobe Creative Cloud, including Photoshop, Illustrator, and InDesign. Basic HTML, CSS, and Javascript.

EDUCATION

PARSONS THE NEW SCHOOL FOR DESIGN

BBA, Design + Management
Class of 2011 | New York, NY

Ecole Parsons à Paris
Design + Management Study Abroad
Fall 2009 Semester | Paris, France

COLUMBIA UNIVERSITY — CBS

Design & Marketing of Luxury Products
Fall 2010 Semester | New York, NY

Nominated to work with c-level executives from Hermès of Paris to design an integrated, mobile platform for retail use.