**KIMBER BOND**
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**MARKETING MANAGEMENT**

Award-winning, innovative, and design-focused Marketing Manager / Director with two decades of marketing and design experience. Demonstrated record of success driving and delivering marketing communication strategies, campaign execution, and design services. Instrumental in building a marketing organization from the ground up, launching new services, creating new campaigns and reporting on success. Core competencies include the following:

* **Marketing Automation (MAP): Act-On**
* **Email Service Providers (ESP): MailChimp, Constant Contact, Campaign Monitor, Hubspot (CRM)**
* **List Building and Management**
* **Digital & Social Media Marketing Strategy and Execution**
* **Project Management (Asana, Basecamp)**
* **Adobe Creative Suite – InDesign, Illustrator, Photoshop**
* **Google & Facebook Ads**
* **WordPress, Click Funnels, LeadPages, Drupal (CMS/WEB)**
* **Search Engine Optimization (SEO)**
* **Microsoft Office Suite**
* **Video editing**

**PROFESSIONAL EXPERIENCE**

**Marketing Contractor/Freelance Marketing Consultant | July 2019 - Present**

*Taylor English Duma, LLP | October 2019 - Present*

Company collateral, bios, website updates/SEO (Firmseek/Wordpress), managing events (sponsorships, lunch and learns, client events and happy hours), project management (Basecamp), Hubspot list management, email marketing (Constant Contact/Firmseek), proposal packets, company research/analysis, resource library and budget assistance

*Jennifer Lee Tracy | July 2019 - September 2019*

Created and designed online course sales funnel in LeadPages, project management (Asana), logo and branding, social media templates, hashtag research, marketing calendar, and Facebook ads

**Uppercut Consulting Group | Marketing Director | September 2018 – July 2019**

Directed the digital and events marketing for an optometric start-up consulting group as well as the wholesale optical lens distribution company. Within the first six months, increased consulting client membership by 30%, and optical clients for the lens distribution company by 400%.

* Drove the demand generation strategy for the organization.
* Created a social awareness campaign with organic social posts and videos on Instagram, Facebook, and LinkedIn resulting in a 40% increase in engagement.
* Managed event marketing for two conferences.
* Worked with clients on their marketing efforts for their optometric practices, guiding them on best practices around their website, social media, community involvement, lead generation, and retention.
* Built an email acquisition campaign through Facebook ads via an optimized landing page in Click Funnels, which had a 51% opt-in rate and acquired over 500 new email leads in one month.
* Built a client acquisition funnel for the online staff training platform, increasing membership by 400%.
* Created and sent weekly email campaigns, with an average open rate of 26% and click-through rate of 10% (industry average for consulting is 13% open rate and 6% click-through rate).
* Managed the CEO’s private website project. Chose the vendor partner, and worked directly with vendor team on design, copy, and execution.

**The Peters Company (#1 KW Residential Real Estate Team in the Southeast Region 2018) | Marketing Director | March 2016 – September 2019**

Led the marketing strategy for one of the largest Keller Williams residential real estate teams, with over $75 million in volume in 2018. Developed and implemented strategic positioning and messaging platforms, executed marketing plans that increased lead generation, and defined and stayed within budgetary parameters. In 2018, leads increased by 146% from 2017.

* Created and managed marketing strategies across all digital and traditional platforms including drip campaigns, Google AdWords campaigns, Facebook ads and direct marketing. Tracked campaigns and analyzed results to improve campaign effectiveness.
* Coordinated, advertised and managed all company/client events, acquired financial sponsorships, as well as executed all photography and video creation used for social media marketing and company newsletter.
* Managed updates/glitches with company software and platforms including Follow Up Boss, Boomtown, WordPress, Zillow, Realtor, Yelp, and Google G-Suite.
* Responsible for onboarding agents and training in CRM (Follow Up Boss) and Boomtown.
* Rebranded the company to reflect a modern and more professional brand including logo, collateral, presentations, signage, newsletter template and website.
* Directed the transition to a newly designed and fully functioning website planned as a more robust acquisition channel for the organization. Researched and chose the website vendor partner; led the discovery, design, copy, and execution; and ensured a successful integration of third-party software on the site, including MailChimp, Showcase IDX, and Training/Event Calendar.
* Researched and implemented Home Value Leads to replace former home valuation source (Corefact), resulting in a 700% increase in leads per month.
* Reduced printing costs by 40% for all direct mail, invitations, collateral and signage.
* Wrote monthly blogs for posting on social media

**Prima Eye Group (Purchased by IDOC) | Marketing Manager | January 2012 – March 2016**

Managed a successful marketing department that grew membership 180% in three years through multiple marketing channels including direct mail, email, videos, web, social. The entire marketing team regularly exceeded revenue goals and the company was purchased by a major competitor in 2016 (reason for leaving).

* Researched and implemented marketing automation software resulting in Salesforce, website, and social media platform integration which generated more qualified leads, helped to create highly targeted messages and shortened the sales cycle from 15 months to nine months.
* Launched and managed the vendor marketing program, increasing enrollment by 25% in the first three quarters.
* Developed and implemented ongoing digital marketing campaigns and content marketing programs to increase engagement with prospects and drive leads through the marketing and sales funnel.
* Tracked campaign effectiveness, developed reports, and made strategy shifts when necessary.
* Increased email open rates 50% and click through rates 140% over the last year, which lead to a 60% increase in conversions. Continuous improvement around all email metrics from open rates to deliverability rates.
* Provided strategic direction on website redesign and managed web content weekly.
* Established and managed ongoing presence on relevant social media platforms.
* Hired and directed video vendors for series of marketing videos and testimonials.
* Created all online and printed collateral ensuring pieces reflect current digital trends, were innovative, professionally designed, and consistent with Prima Eye Group’s brand guidelines.

**Freelance Marketing Consultant | June 2006 – January 2012**

* Built freelance business from the ground up, acquiring over 80 clients in less than one year
* Consulted on branding and marketing strategy
* Created print collateral including brochures, flyers, postcards, sell-sheets, trade show graphics, signage, listing presentations and proposals

**Keller Williams Realty | Marketing Specialist | March 2005 – May 2006**

* Created in-house marketing department and provided design and marketing services for over 200 agents in Beverly Hills, West Hollywood and Studio City.
* Created marketing programs, branding and identity, property brochures, ads for local print media, market updates, listing presentation materials, postcards and various materials as necessary.
* Taught classes to new agents on branding, marketing, and positioning strategies.

**ACHIEVEMENTS**
Winner of Coldwell Banker (California Region) Creative Competition for Agent Marketing Campaign, 2004
Published in GRAPHIS New Talent Design Annual, 2001
Awarded Design Scholarship from Leo Burnett Advertising Agency, 2000

**EDUCATION**
Kennesaw State University | Atlanta | B.A., Marketing

The Creative Circus | Atlanta | Certificate, Graphic Design