



## Kimberly Lewis

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407-921-6299

### EDUCATION:

#### University of Alabama, Tuscaloosa, AL

*Masters of Science in Marketing;  
Digital and Social Media  
Specialization*  
May 2018

GPA: 3.9

*Bachelor of Arts in Visual Journalism;  
Entrepreneurship Minor*  
May 2016

Honors College

GPA: 3.7

Magna Cum Laude

Dean's List

May 2014-2016

### CERTIFICATIONS:

- Google Analytics
- Google AdWords Fundamentals
- Google AdWords Search
- Adobe
- Facebook Blueprint
- Twitter
- Hootsuite
- Hubspot Inbound Marketing
- Hubspot Content Marketing

### COMMUNITY:

Big Futures, Big Brothers of Tampa  
Bay (BBTB)

August 2019-September 2021

## WORK EXPERIENCE:

#### **Paid Marketing Manager, Obviously | June 2021 - September 2021**

Resident expert in paid amplification services for client campaigns. Strategize and monitor influencer whitelisting and boosted ad campaigns in alignment with client objectives. Responsible for optimizing client budget to meet and exceeding proposed results. Assist CMO with brand efforts across owned and paid channels.

#### **Sr. Account Coordinator, HSN | August 2018 - May 2021**

Responsible for supporting the HSN marketing teams in optimizing efficiencies in support of marketing budget, spend and results. As the primary interface between the performance marketing strategy/operations teams and the business units, I am the liaison representing the digital marketing space in pursuit of successfully driving business priorities. My top projects and achievements include spearheading department wide adoption of a new workflow system via Airtable, training and managing Account team interns, bridging communication gaps between paid channel strategists and creative team, coordinating Influencer product seeding, and being Editor-in-Chief of internal 'Marketing Labs' newsletter.

#### **Marketing Assistant, Hoffman Media | August 2017 - August 2018**

Reporting directly to the Marketing Director, I assisted with digital and physical inventory management for the ecommerce shop, including integration of new products and promotional material onto company online stores and synchronized the process with a 3rd party business partner. I also developed marketing materials and coordinated press boxes for new product releases.

#### **Online Editor, Hoffman Media | July 2016 - August 2017**

Managed digital presence of five in house brands including; Bake from Scratch, The Cottage Journal, Southern Home, Classic Sewing, The Ribbon in my Journal. For these brands I was in charge of authoring and maintaining website (Wordpress) content and SEO optimization, building and distributing branded e-newsletters, and creating multi-platform social campaigns. I also assisted with editorial content development, market research, designing marketing materials, integrating new products onto company online stores, and communicated inventory reports with warehouse partner.

#### **Digital Marketing Assistant, Freelance | May 2015 - May 2017**

For local Orlando small businesses I would create monthly blog posts with SEO advantages and accompanying social media posts. I would also design branded marketing materials to beautifully and efficiently communicate with clients from acquisition to retention. Researched compatible brands for online submissions and sponsors. Clients included; Bumby Photography, Chalk Shop Events, Ashley Jane Photography.

#### **Editorial Intern, Alabama Magazine | January 2016 - August 2016**

Authored 14 articles, and participated in editorial researching, writing, and fact-checking for four issues. Facilitated data entry and customer invoicing.

#### **Food and Health Editor, Alice Magazine | May 2015 - May 2016**

Founding member of female focused on-campus student magazine. Worked with the chief editor team to develop and sketch branded content. Directly oversaw six staff members by delegating research and writing. We published three issues in the first year and were awarded by the Associated Collegiate Press the 2016 Magazine Pacemaker Award.

#### **Marketing Intern, Orange Appeal Magazine | May 2015 - August 2015**

Assisted with company marketing events and photo shoots. Wrote two articles and designed one editorial feature. Contributed to digital content and updated weekly online events calendar.

#### **Public Relations Intern, Perfect Wedding Guide | May 2014 - August 2014**

Contributed digital content for a new branded website. Established connections with industry vendors for future collaborations.

**FUN FACT! My newest hobby is owning an online and pop up indie bookshop, Bandit's Bookshop!**