



COMMUNICATION STRATEGIST

CONTACT

239-248-8235

HELLO@KIMBERLYHONIBALL.COM

KIMBERLYHONIBALL.COM

EDUCATION

ELON UNIVERSITY | ELON, NC

AUGUST 2013 -MAY 2017

STRATEGIC COMMUNICATIONS

SOFTWARE

ADOBE CREATIVE SUITE

CANVA

GOOGLE SUITE

HOOTSUITE

HUBSPOT

MAILCHIMP

MICROSOFT OFFICE

SQUARESPACE

WORDPRESS

ZOHO

SKILLS

AP STYLE

COMMUNICATION

COPY EDITING

CUSTOMER SERVICE

DATA ANALYSIS

EVENT PLANNING

LEADERSHIP

MEANINGFUL LISTENING

PROBLEM SOLVING

PUBLIC SPEAKING

SOCIAL MEDIA

TEAM MANAGEMENT

TIME MANAGEMENT

WEBSITE DESIGN

EXPERIENCE

PUBLIC RELATIONS AND COMMUNICATIONS MANAGER

INGRAM CONTENT GROUP | NOV 2021 - PRESENT

- Support various service offerings including webinars and service launches through targeted social media promotion, press release distribution, and specific communication planning.
- Direct internal communications for globally-located employees associated with ongoing events, company benefits, and more.
- Secure thought leadership opportunities for key company spokespeople.
- Support company's internal diversity and inclusion efforts with information sharing and event participation opportunities.
- Manage corporate giving and community engagement opportunities for the company and associates.

ACCOUNT EXECUTIVE

MCNEELY BROCKMAN PUBLIC RELATIONS | OCT 2019 - NOV 2021

- Secure coverage in local and national publications such as USA Today, StyleBlueprint, The Tennessean, and Main Street Nashville.
- Develop communications plans to achieve client goals with measurable benchmarks to ensure achievement.
- Manage social media strategy, content creation and execution for clients assisting in growth of platforms up to 40 percent.
- Supervise team of five to manage marketing and communications efforts across 20 client locations for event and program promotion.
- Write, design, and distribute online newsletter communications with an average of a 30 percent open rate.
- Client sectors include engineering, education, landscape architecture, real estate, parks, and more.

COMMUNICATIONS LEAD & EXECUTIVE ASSISTANT

FRIST CRESSEY VENTURES | SEPT 2018 - OCT 2019

- Designed, edited, and updated the quarterly newsletter to be sent to 3000+ healthcare executives.
- Planned and executed annual meeting for 100+ individuals including partners, investors, and strategic contacts. Required coordinating meals, audio and sound, visual displays, ordering merchandise, and printing materials.
- Managed the daily operations of an office of up to 10 people.

JUNIOR WEB CONSULTANT

ATIBA SOFTWARE | OCT 2017 - SEPT 2018

- Worked on-site with a major retailer's networking group to co-manage a network equipment upgrade that impacted 3,800 stores nationwide.
- Coordinated with more than 100 District Managers and more than 300 locations per week to ensure completion of the project.
- Managed the brand and reputation of key clients through the development of brand standards and creation of online content including websites and blog posts using Wordpress.org.

COMMUNITY ENGAGEMENT

NASHVILLE JUNIOR CHAMBER OF COMMERCE

PRESIDENT | JULY 2022 - PRESENT

- Lead team of 22 to accomplish all operations of the Junior Chamber from event execution to membership engagement.
- Developed and executed marketing strategy for 100 Year Celebration which aided in raising more than \$2,000 in first ever donation campaign (2020-2021).
- Managed team of five to execute annual fundraiser and raise \$5,000 (2020).
- Previous board roles held include: Philanthropy Chair (19-20), Marketing Chair (20-21), and President-Elect (21-22). Member since March 2018.

NASHVILLE CHILDREN'S THEATRE

BOARD MEMBER AT LARGE, MARKETING CHAIR | OCT 2019 - PRESENT

- Serve on the Executive and Marketing Committees to provide communication and public relation guidance and strategy.
- Aided in development of new website that launched in 2023.