

kimberly honiball

CONTACT



239-248-8235



hello@kimberlyhoniball.com



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EDUCATION

Elon University | May 2017
Major: Strategic Communications
Minors: Business Administration,
Professional Selling, and
Literature

CERTIFICATIONS

Google AdWords
Google Analytics

SKILLS

Adobe Creative Suite
AP Style
Communication
Constant Contact
Copy Editing
Customer Service
Data Analysis
Event Planning
HootSuite
Leadership
Mailchimp
Meaningful Listening
Motivation
Problem Solving
Public Speaking
Social Media
SquareSpace
Team Management
Time Management
Website Design
Weebly
WordPress
Zoho

EXPERIENCE

McNeely Brockman Public Relations | Nashville, TN Oct. 2019 - Present
Account Executive

Create and implement social media plans improving impressions and engagements through frequency of posting and hashtags.
Write, design, and distribute online newsletter communications.
Work with clients in a variety of industries to achieve their communication goals through the development of communications plans.
Familiarize myself with local media markets and pitch applicable stories to reporters.
Manage internal communications through agenda creation, note taking, and developing social media platforms.

Frist Cressey Ventures | Nashville, TN Sept. 2018 - Oct. 2019
Communications Lead

Developed and implemented a marketing plan to promote the company to potential investors and partnerships.
Updated and managed the online presence of the company including the website and social media profiles.
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.
Designed and edited presentations to internal and external parties.
Managed the daily operations of an office of up to 10 people.

Atiba Software | Nashville, TN Oct. 2017 - Sept. 2018
Junior Web Consultant

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.

DeeperDive Learning, Inc | Remote June 2017 - Oct. 2018
Independent Contractor serving as Communications Manager

Increased engagement by 90 percent across all platforms by developing a consistent posting schedule and targeting key influencers.
Developed and managed an ambassador program to promote the independent sale of courses online to educators.