



## COMMUNICATION STRATEGIST

### CONTACT

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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

### ACCOUNT EXECUTIVE

MCNEELY BROCKMAN PUBLIC RELATIONS | OCT 2019 - PRESENT

- Conduct client introductions to notable media across Tennessee.
- 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.
- Create and implement processes to streamline workflow across client teams.
- 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

- Developed and implemented a marketing plan to promote the company to potential investors and partners.
- 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.
- 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 ELECT | JULY 2021 - PRESENT

- Previous board roles held include: Philanthropy Chair (2019-2020) and Marketing Chair (2020-2021). Member since March 2018.
- Developed and executed marketing strategy for 100 Year Celebration which aids 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)

### 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.