



Kimberly Valdez
GRAPHIC DESIGNER

CONTACT

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Portfolio: KimValdez.com

EDUCATION

Bachelor of Fine Arts in Graphic Design
University of West Florida
Aug 2011 - Aug 2015

Masters of Science in Marketing
University of South Florida
Aug 2020 - TBD

Digital Media Marketing Certificate
St. Petersburg College - 2020

Content Marketing Certificate
HubSpot Academy - 2020

REFERENCES

Christina Romero

Marketing Manager - Anchor Insurance
linkedin.com/in/romerocristina/

Lynnette Broch Naughton

Owner & Manager - TDB&G
941.355.0399

Melissa Puckett

SR. Coord. for Enroll. Marketing - UWF
mpuckett@uwf.edu
850.474.2582

ABOUT

A decade of experience in the marketing and design industry has led me on an incredible journey of understanding the consumer world. I have experience in various areas, from insurance to a full-scale marketing agency. I have expertise in B2C/B2B markets, and I have an expansive knowledge of numerous software platforms. When I am not designing, I enjoy lazy beach days and playing with my two Australian shepherds.

EXPERIENCE

Digital Marketing Specialist - NAUI Worldwide Current Position

- Managed social media accounts while engaging with customers, assembled a content organizational system, created content, and ran audits to ensure progress
- Showcased and developed new products and merchandise
- Launched, maintained, and worked campaign/events for Coastal Conservation Tour that partnered with the NFL, Pepsi Stronger Together, Force Blue, Keep Florida Beautiful, Keep Manatee Beautiful, PFL, and The Florida Aquarium
- Initiated brand identity and brand guidelines
- Designed campaigns for the Armed Forces, Mobile Training Team, the NAUI Hero Certification Card Program, and NAUI and the Department of Defense (DoD) SkillBridge Partnership while creating logos for individual branches within the company
- Completed certification cards, brochures, handouts, and educational content designs
- Accomplished magazine ads that surrounded the companies main events and ongoing campaigns
- Joined and helped the eLearning team to help modernize and digitalize the current educational pieces for both nationally and internationally, along with helping promote the Mobile Training Team that kicks off their world tour in 2022 and 2023

Marketing Associate - Anchor Insurance

- Executed creative email marketing for a regional database of approximately 10,000 contacts resulting in a 23% average open rate and 3.5% click rate
- Implemented and achieved a \$15,000 cost-saving videography solution while learning new software
- Company-wide branding modernization and guidelines that included social media, literature, and trade shows
- Improved LinkedIn Followers by 73% and Facebook Fans by 43%.
- Researched and wrote content for social media outreach and informative blog pieces
- Implemented a 3-month long campaign for an incentive program
- Managed multiple emergency bulletins for severe weather threats to the coastal regions and current policy changes

Creative Specialist - Next-Mark, Marketing & Communication Agency

- Developed communication skills to accomplish large-scale projects, participated in re-branding ventures and met strict deadlines
- Designed the Herald-Tribune Reader's Choice Award voting and winner announcements for a local business through social media and print advertisements
- Recreated company website home page and re-branded a medical corporation
- Created successful email and social media campaigns while collaborating closely with the Senior Manager, the Creative Manager, and the Founder

Graphic Designer I - Graphic Designer II - Intertape Polymer Group (IPG)

- Built innovative branding identities, constructed mega international trade show booths, up-kept the company's website, and composed informational pieces
- Curated and branded the first annual IPG philanthropic event with the Boys & Girls Club of Sarasota (Duct Tape Boat Race) that was covered by local news and headed by the CEO
- Handled multiple accounts and worked closely with project managers to ensure authentic and credible pieces

Graphic Designer - Femme Rouge Magazine | Homme Bleu Magazine

- Constructed a magazine within a team, drafted a front-end production of the e-commerce site, and composed ads for local businesses displayed within the publication
- Collected content internationally while working closely with large corporations and artist
- Credited designer in a published magazine that was on display for purchase at Barnes & Noble