

Kim Stone

(303) 517-6253 Cell
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kimstonedesign.com Portfolio

Summary

Marketing Executive / Design Specialist

High-level professional dedicated to marketing for 10+ years for industry-leading organizations through expert knowledge of information synthesis, online marketing, web and graphic design, social media, email marketing, business writing, and creative project leadership.

Distinguishing Achievements & Traits

- Launched 200+ marketing campaigns for industry-leading firms to date.
- Developed integrated online marketing plan for service firm that increased leads by 30% and quadrupled newsletter subscriptions.
- Developed traditional marketing plan for professional firm leading to 200% increase in qualified leads and 30% profit increase over a 3-year period.
- Spearheaded campaign that led to prestigious Denver Metro Better Business Bureau (BBB) Torch Award for Marketplace Ethics for former employer.
- Deadline-focused, organized approach to creative projects resulted in consistent delivery more 6 weeks earlier than previous project leader.
- Creative team leader of in-house & freelance professionals for 10 years.
- Re-designed 25+ business websites on WordPress CMS.

Work Experience

MARKETING CONSULTANT

Blank Slate Interactive

2010 / CURRENT

Contract marketing communications and design services for professional services firms in the AEC, green building, financial, legal and energy industries.

- Strategy, copy writing and design of websites, print sales collateral, identity and branding, publications, newsletter campaigns and social media, direct mail, ads, press releases, presentations, training materials and fact sheets.

CO-DIRECTOR OF MARKETING / CLIENT SERVICES MANAGER

Ecofutures Building, Inc.

2009 / 2010

Led company's graphic & collateral design, website development & maintenance, social media strategy, and sales for Colorado's nationally-recognized premier zero net energy home building and retrofitting company with \$3.6M annual revenue.

- Developed online marketing strategy that included a WordPress content management system (CMS) website re-design, SEO, e-newsletter, company blog and a social media campaign that led to a 30% increase in qualified leads within the first 6 months.
- Professional writing and design of sales materials to synthesize branding/messaging across all marketing channels.
- Established monthly email marketing and blogging campaign to create "top of mind" brand awareness.
- Supervised marketing and administrative staff; established work standards, determined weekly work plans & assignments and monitored work flow.



Society for Marketing Professional Services

Member

Education

CERTIFIED MARKETER OF PROFESSIONAL SERVICES

Society of Marketing Professional Services (SMPS), Spring 2012

MARKETING, DESIGN, & SUSTAINABILITY

Bachelor of Arts with Honors, 2006
Metropolitan State College of Denver

Technical Capabilities

PLATFORMS

Both Mac or PC Environments

GRAPHIC DESIGN

Adobe Creative Suite
Photoshop, Illustrator, Acrobat, & InDesign

WEB DESIGN

Proficient in HTML & CSS
Experience with PHP & Javascript
Macromedia Dreamweaver
WordPress Open Source CMS
SharePoint Designer
Site Mapping
Membership Functionality

SOCIAL MEDIA

Wildfire & North Social
HootSuite & TweetDeck
Twitter, Facebook, LinkedIn, YouTube, Vimeo, Flickr, RSS and more!

EMAIL MARKETING

MailChimp, Constant Contact

CRM DATABASE

Salesforce, Highrise, ACT!

BUSINESS TOOLS

Word, Excel, PowerPoint
Outlook, Lotus Notes

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MARKETING & DEVELOPMENT MANAGER

Center for Resource Conservation

2008 / 2009

Led marketing, branding and event planning for nonprofit environmental conservation organization with \$1.9M annual operating budget and programs serving 70,000 Coloradans individuals in energy, water, and green building.

- Managed production of 40-page bi-annual print magazine, *Conservation Magazine*; conducted interviews, determined layout, oversaw graphic design, photo selection and copy editing and managed printing and delivery.
- Developed annual marketing strategy, budget and schedule in consultation with executive managers.
- Led the development of new website content; designed new web pages within a content management system (CMS) to incorporate social media tools, improve usability and attract program participants, donors and event sponsors.
- Supervised outreach staff; mentored numerous marketing, event management and public relations interns; established job responsibilities, conducted interviews & reviews, coordinated work assignments and monitored project completion.

MARKETING & PROJECT MANAGER

Basement Partners, Inc.

2006 / 2008

Led both marketing and on-site supervision of construction staff and subcontractors for Denver basement finishing company generating \$2M annual revenue.

- Modified company website to improve content and project gallery using Adobe Dreamweaver; established company e-newsletter sign-up and content as well as conducted search engine optimization (SEO).
- Developed sales copy, graphic layout and custom graphic elements of professional print collateral for sales and marketing.

MARKETING DIRECTOR

Classic Homeworks, Inc.

2002 / 2005

Led office administration and marketing for full-service remodeling company generating \$2.5M revenue annually serving Denver's historic neighborhoods.

- Developed marketing strategy, budget and schedule in consultation with executive managers; marketing program resulted in 200% increase in qualified leads & increased profit 30% annually over a 3-year period.
- Supervised administrative staff; established job responsibilities, internship agreements, coordinated work assignments and monitored completion of projects.
- Modified and maintained website using Adobe Dreamweaver to improve content, user experience and integrate SEO.
- Wrote and designed print advertising, direct mail campaigns, and bi-annual print and e-newsletter/social media.
- Conducted media relations leading to exposure in several nationally-distributed and reputable industry publications.

MARKETING ASSISTANT & PRODUCTION COORDINATOR

Barker Rinker Seacat Architecture

2001 / 2002

Assisted the Principal of Marketing in the development of creative responses to municipal & commercial architectural RFPs & RFQs for architecture firm generating over \$10M revenue annually and specializing in recreation centers, schools, and community centers nationally.

MARKETING ASSISTANT

Murray, Smith & Associates

2000 / 2001

Assisted the Marketing Manager in the development of creative responses to engineering RFPs & RFQs for civil engineering firm generating \$50M revenue annually and specializing in civil and municipal water & wastewater projects nationally.

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Recommendations

"Kim has a diverse and unparalleled set of skills, both technical and creative. During her time with the CRC she successfully developed a unified identity for the organization and its programs, which will persist for years to come."

Spenser Villwock, MNM, LEED AP
Direct Supervisor / Former Deputy Director
Center for ReSource Conservation

"Kim's talent at marketing communications shines – her creative concepts turn into tangibles that turn heads. Kim cares about her work and delivers quality, while being laid-back and supportive."

Stephanie Andelman
Colleague / Former Development Director
Center for ReSource Conservation

"Through Kim's keen attention to detail, thorough & direct communication style, creative problem solving, and capacity to build good working relationships, her assigned projects consistently came in at or under our projected budgets. Kim's expertise in marketing, graphic design, event coordination, and website design to our sales team brought our company great results!"

Jason Brown
Direct Supervisor / President
Basement Partners, Inc.

"Kim was a self motivated and detail oriented marketing director. She took over our website and eventually we could be found on the first page of Google. Kim is an innovative thinker, driven by results, who understands how important it is to systematize procedures and tasks to maintain the highest level of consistency."

Rick Pratt, CR
Direct Supervisor / Founder
Classic Homeworks

"Kim's experience is tremendous and is an asset for whomever she helps. Creativity and resolve are only partial attributes of Kim. Professionalism, candor, truthfulness and focus help to complete what I know of Kim!"

Joel Oatten, CR
Colleague / Former Project Manager
Classic Homeworks

"Kim is a very enthusiastic and passionate person with a strong commitment to good marketing. She has a strong skill set in digital graphics so I could give her an assignment and she could deliver the results."

Paul Adams, AIA, LEED AP
Internship Supervisor / President
Earth & Sky Architecture

References

Spenser Villwock
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Center for ReSource Conservation
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