


KIMBERLY SLAUGHTER

MARKETING & ACCOUNT MANAGEMENT PROFESSIONAL WITH OVER 10 YEARS EXPERIENCE

CONTACT

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 Sandy Springs, GA

CORE SKILLS

Strategic Planning

Lead generation

Digital Marketing

Social Media Marketing

Market Research & Analytics

Customer Relationship
Management

Event Management

Analysis & Reporting

Creative Marketing

Photography/Graphic Design

Project Management

Excellent Interpersonal Skills

CAREER SUMMARY

For the last 10+ years, I have managed marketing campaigns from concept to completion, created and managed brands, developed B2B & B2C audiences, social media accounts, and websites. As an innovative and data-driven marketing professional with more than 10 years of experience and accomplishments, the range of knowledge and experience I possess allows me to contribute value to any organization. With proven success in achieving corporate marketing goals, along with my comprehensive expertise in developing strategic content and initiatives throughout all levels of the marketing funnel, my objective is to show ROI & increased brand visibility through bankable metrics.

EXPERIENCE

DIGITAL MARKETING MANAGER/ MARKETING DIRECTOR

Surv | Dec 2021 - Aug 2022

- Led the marketing team through the ideation to the execution of marketing campaigns and strategies.
- Created and drove the marketing strategy to acquire quality leads.
- Tracked, analyzed, and reported KPIs with focusing on high-quality conversions.
- Optimized paid ads that resulted in a 15.6% increase in MQLs from the same quarter in the previous year.
- Managed CAC and tracked LTV/CLTV.
- Created a call flow and set up call software and call service which resulted in a 28% decrease in missed calls.
- Admin for all marketing software.
- Performed quarterly digital audit and review.
- Prioritized new opportunities for growth and identified friction points.
- Created automated marketing funnels and email drip campaigns.
- Managed communications cross-functionally, with third-party vendors, and key partners.

MARKETING DIRECTOR

McKinley Homes | Peachtree Corners, GA | Aug 2016 - Aug 2021

- B2B & B2C Marketing
- Managed multichannel marketing projects.
- Developed short and long range marketing plans with innovative cost effective strategies that generated qualified traffic and prospects.
- Managed in-house and outside sales and creative teams to ensure projects stay on-time and on budget.
- Reviewed and revised marketing budgets for inconsistencies and saved the company money.
- Created marketing material and website content .
- Managed the organization of all creative content and materials.
- Presented weekly and reported on marketing efforts and status, traffic, and consumer surveys.

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EDUCATION

Bachelor of Science | Psychology

REFERENCES

References available upon request.

EXPERIENCE - CONTINUED

- Manage off-site and on-site signage including billboards for all communities in each market.
- Initiated the production of all marketing floorplans, elevations, renderings, and site plans.
- Responsible for the development, production, and installation of all sales center graphics.
- Researched market, customers, and competitors to devise and adjust marketing strategies.
- Managed social media teams and executed campaigns.
- Responsible for the interior merchandising and staging of model homes.
- Responsible for reporting metrics and adjusting strategy according to the data.
- Created, managed, and executed email campaigns, strategies, and lists.

ACCOUNT / PROJECT MANAGER

Studio Texture | Atlanta, GA | Jun 2012 - Aug 2016

- B2B & B2C Marketing.
- Successfully led various projects comprising photography, film production, website development, and other creative content for brands and events.
- Managed production schedules for projects and produced excellent work within a deadline-driven environment.
- Worked within established budget guidelines and manage costs for all projects.
- Directed and executed consumer and competitive market research efforts.
- Hired, coached, and trained crews for events.
- Established and nurtured relationships with clients.

BRANCH MANAGER

Salon Tres Belle | Atlanta, GA | Sep 2010 - Jun 2012

- B2C Marketing.
- Managed social media marketing and direct marketing efforts.
- Oversaw calendar maintenance, appointment scheduling, and expense report preparation.
- Generated daily revenue reports.
- Photographed and edited commercial images.

ACCOUNT MANAGER

Design Logistics | Jan 2008 - Sep 2010

- Managed social media B2B marketing and direct marketing efforts.
- Account manager for multiple interior design firms.
- Built rapport with various clients and positively represented the company and the team.
- Created and sent invoices.
- Managed the organization of all creative content and materials.