



Kimberly Suits

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EDUCATION:

*University of Alabama,
Tuscaloosa, AL*

Masters of Science in
Marketing; Digital
and Social Media
Specialization

May 2018

GPA: 4.0

Bachelor of Arts in
Visual Journalism;
Entrepreneurship Minor

May 2016

Honors College

GPA: 3.7

Magna Cum Laude

Dean's List

May 2014-2016

CERTIFICATIONS:

- Hootsuite
- Twitter
- Facebook Blueprint
- Adobe
- Google Analytics
- Google AdWords Fundamentals
- Google AdWords Search
- Hubspot Inbound Marketing
- Hubspot Content Marketing

MARKET RESEARCH EXPERIENCE:

Performed market research using three unique data sets. I utilized factor analysis, perception mapping, linear multiple regression, and two-step clusters.

Developed diagnostic reports of buyer personas, web presence, market audience, social media strategies, and email campaigns for The West Alabama Chamber of Commerce and The University of Alabama Bama at Work department.

Awarded Global Collaboration Certificate, after a two month experience as a member of a global virtual team who developed a comprehensive international expansion business plan for Dudley Hair Care. The overall quality score of our report qualified us to rank in the top 13% of team report submissions.

WORK EXPERIENCE:

Marketing Assistant, Hoffman Media LLC | August 2017 - Current

- Integrate new products and promotional material onto webstore
- Communicate product shipment schedules and inventory reports with off site warehouse
- Manage inventory and promotion uploads, customer service with outsourced business partner

Online Editor; Hoffman Media LLC | July 2016 - August 2017

- Manage digital presence of four in-house brands by assisting in maintaining Wordpress websites, including SEO optimizations
- Encourage digital traffic by authoring weekly branded e-newsletters, organizing multi-platform social campaigns and testing digital content
- Worked with marketing director to assist integration of new products and promotional material onto company online store, while communicating inventory reports with off site warehouse

Marketing Assistant; Bumby Photography, | June 2015 - July 2017

- Create monthly blog posts with SEO advantages and accompanying social media posts
- Design brand appropriate marketing materials to beautifully and efficiently communicate with clients from acquisition to retention
- Research compatible brands for online submissions and sponsors

Editorial Intern; Alabama Magazine | January - May 2016

- Participated in editorial researching, writing, and fact-checking
- Authored 14 articles, all published throughout four issues
- Facilitated data entry and customer invoicing

Health and Food Editor; Alice Magazine | May 2015 - May 2016

- Founding member of female student focused on-campus magazine
- Worked with editor team to develop and sketch branded content
- Directly oversaw 6 staff members by delegating research and writing
- Photographed recipes and assisted editorial photo shoots

Marketing Intern; Orange Appeal Magazine | May - August 2015

- Assisted with company marketing events and photo shoots
- Wrote 2 articles and designed 1 editorial feature for 1 published issue
- Added articles to website and update weekly online events calendar

Digital and Social Media Marketing Intern; Orlando Perfect Wedding Guide | May - August 2014

- Assisted creating and placing digital content for new branded website
- Established connections with industry vendors for future collaborations

