

Kimberly Campbell

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847.800.6887

Portfolio: LikeTheSoup.me

Health Coaching: OptimistHealth.com

Education

Roger Williams University, Bristol, RI
Bachelor of Arts • Cum Laude • May 2013
Major in Visual Communication • Minor in Visual Arts
Core Concentration in Spanish • PHI BETA DELTA
Presidential Core Values Medallion Recipient
Academic Scholarship • Dean's List

Expanded Education

Institute for Integrative Nutrition, New York, NY
Certified Health Coach, December 2015
Kripalu School of Yoga, Stockbridge, MA
200hr Certified Yoga Teacher, June 2013

Skills

- Health Coaching
- Client Relations
- Adobe Suite: (i.e. Illustrator, InDesign, Photoshop)
- Sales
- Sales Force
- YesWare
- Wordpress
- Microsoft Suite
- Traditional Arts

Achievements

- Selected to compete in NSAC Student Advertising Competition 2012
- Presented in a poster session during a communications conference (NYSCA)

Involvement

- Epsilon Rho the Phi Beta Delta International Scholars Honor Society • April 2012
- American Advertising Foundation • February 2012
- New York State Communications Association Volunteer & Presenter • October 2011

Relevant Courses

- NSAC Competition (Marketing Course)
- Typography
- Visual Rhetoric & Culture
- Cultural Anthropology
- Intercultural Communications
- Foundations of Drawing
- Introduction to:
 - Marketing
 - Advertising
 - Visual & Design Communications
 - Digital Media
 - Sociology
 - Mass Media

Experience

8/15
- Present

Marketing Intern

Bulletproof Digital

- Created branded Power Point that was distributed to Affiliates
- Maintained Bulletproof persona through customer and business email requests
- Vetted business, interview and donation requests from customers and social influencers
- Took notes on cross functional and departmental meetings
- Collected action tasks to promote accountability
- Collected data on email frequencies
- Researched related film festivals, hotels and business inquiries
- Discovered unique, free advertising platforms across southern California
- Created advertising templates for print magazines

8/13
- 8/15

Account Manager

Teespring, Providence RI

- Managed over 2.3 million dollars in GMV
- Managed over 200 accounts of power sellers
- Created and implemented new strategies for team development
- Assisted in various departments; production, customer service & design
- Created branded webinars, case studies, product pages, blogs and profiles
- Represented Teespring at live events
- Wrote template emails that were used across the department
- Excelled with client relationships and seller retention
- Created department S.O.P

1/13
-6/13

Marketing Intern

Bristol Yoga Studio, Bristol RI

- Wrote small business marketing plan
- Designed, created and organized new website using Wordpress
- Created promotional fliers for community outreach
- Created new logo to encompass pgraded business
- Created online & print marketing material

8/12
-5/13

Promotions & Layout Director

Ted's Review, RWU Student Literary Magazine, Bristol RI

- Created Promotional Flier to attract student submissions
- Kept record of magazine spending and reported costs
- Maintained an active Facebook page
- Completed layout of magazine design and spread
- Edited and composed magazine cover
- Organized publication of distribution of magazine

4/11
-4/12

Promotions Director

WQRI, Roger Williams University Student Radio, Bristol, RI

- Co-produced, hosted, and DJ'd live radio show
- Created promotional materials using the Adobe Suite, and online advertising via social networking sites
- Promoted live events for student radio on and off campus by designing, ordering and distributing promotional merchandise
- Increased event attendance by 300% through promotions