

KIMBERLY WALKER

INBOUND MARKETING SPECIALIST

CONTACT

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- Work Authorization: USA

SKILLS

- Inbound and Content Marketing
- Digital Marketing
- B2B Marketing
- Public Relations
- Brand Management and Development
- Event Planning and Management
- SEO
- Market Entry and Expansion

EDUCATION

Masters Business Administration (MBA)

IESE Business School

2022 - 2024

Start-Up and Entrepreneurship Club
Leadership, Marketing

B.S Public Relations

University of Miami

2012 - 2017

Media Management, Entrepreneurship,
Music Business Minors

LANGUAGES

English: 5 French: 4 Spanish: 2

WORK EXPERIENCE

Independent Marketing Specialist

Self-Employed August 2012 - Present

I have over a decade of experience working as an independent freelance writer and content marketing specialist. My clients have been a mix of PR, tech, and music companies.

- Clients include: Best Practice Media, Purple PR, DigSin Record Label, Talos Digital, Montoux

Marketing Manager, US and UK

Montoux July 2021 - April 2022

- Responsible for US and UK marketing activities: market-entry in the UK and brand expansion in the US. Built local press and event network, published in industry publications (Forbes, The Actuary), successfully placed in industry lists (InsurTech 100, AIFinTech 100) to increase brand awareness.
- Executed all global press efforts: 30+ press releases, press lists in all markets, press outreach through CRM platforms. Articles placed in Forbes, Scoop, Yahoo Finance.
- Category creation on 'Decision Science' within life and health insurance: wrote and published pillar page, organized 5+ events centered on the topic, successfully submitted DS panel discussions to external events.
- Published an original industry study: arranged and interviewed 10+ actuaries, surveyed 100+ actuaries, wrote a [15-page study](#). Published in ProActuary.

Marketing Executive

Montoux July 2020 - July 2021

- Managed, researched, and executed all digital and written content for all markets in coordination with sales objectives and pipeline.
- Launched webinar series during COVID-19: 20 events with up to 200 attendees each. Developed marketing materials, coordinated speakers and topics, ran live webinars. Contributed to 30+ sales and partnership opportunities valued at \$1m.
- Developed 'Innovative Actuaries' community build to nurture sales leads. Designed webpage and conducted 16 informational interviews.

Content Marketing Specialist

Montoux November 2019 - July 2020

- Organized event booth at conference with over 2,400 attendees to improve brand awareness in North America: scheduled speaking slot, designed booth, oversaw marketing and live engagement. Gained 20+ viable sales leads.
- Edited long-form (3,000+ words) technical content and white papers for gated content, third-party publication, partnerships. Published on AWS blog and in The Actuary.

Digital Marketing Assistant

Montoux February 2019 - November 2019

- Built a content brand from scratch: wrote weekly blog posts, built LinkedIn page from 0 to 6,000 organic followers, coordinated industry events in NYC for 100+ attendees. Successfully increased organic traffic to Montoux content.
- Prepared weekly social media content for the company across six LinkedIn and Twitter platforms. Grew company LinkedIn following by 2,000 (organic).

GENERAL INFORMATION (THE FUN STUFF)

- Co-Founder of FLARE Response, a location-based security and information app designed to decrease fatalities and hospitalities at festivals. Made it to Beta-test round at Paul Smiths College in 2017. (Mar 2014 - Jan 2017)
- Co-Creator of Girls Who Explore, a travel blog developed during a 16-month backpacking trip. (Sept 2017 - Jan 2022)
- Something I'm proud of: I converted a Ford Transit into a campervan in 2021, designing and building the electrical system from scratch.
- About me: I read roughly two books a week; I cook daily; scuba diving is one of my favorite activities; I've seen over 300 artists perform live; I'm passionate and curious about the 'whys' in life - this drives my creative energy and is core to the value I deliver professionally.