

KIMBERLY WALKER

CONTENT MARKETING SPECIALIST

CONTACT

- +34 681 048 127
- walker.ann.kimberly@gmail.com
- [linkedin.com/in/walkerannkimberly/](https://www.linkedin.com/in/walkerannkimberly/)
- Work Authorization: USA

SKILLS

- Inbound and Content Marketing
- Marketing Management
- B2B Marketing
- Digital Marketing
- Brand Management and Development
- Public Relations
- SEO and Marketing Automation
- Event Planning and Management
- Community Build
- 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

Marketing Manager, US and UK

July 2021 - April 2022

Montoux [Tech, SaaS, B2B, AI-based]

- 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).
- 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.
- Published an original industry study: arranged and interviewed 10+ actuaries, surveyed 100+ actuaries, wrote a [15-page study](#). Published in ProActuary.

Marketing Executive

July 2020 - July 2021

Montoux

- Managed, researched, and executed all digital and written content for all markets in coordination with sales objectives: 50+ blog posts, monthly newsletter, third-party content.
- 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.

Content Marketing Specialist

November 2019 - July 2020

Montoux

- Organized event booth at conference with over 2,400 attendees: 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

February 2019 - November 2019

Montoux

- Built a content brand from scratch: weekly blog posts, monthly newsletter, built LinkedIn page from 0 to 6,000 (organic), 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).

Account Manager

April 2017 - October 2019

Best Practice Media [Digital Marketing, Tech, B2B]

- Managed social platforms and blog content for clients in software development and law.

Technical Writer

July 2016 - February 2017

Talos Digital [Software Development, B2B]

- Developed and managed content during company rebranding period. Covered website content, white paper, and long-form blog writing about relevant industry topics (software development).

Co-Founder

March 2014 - January 2017

FLARE Response (not available - a lesson in failure)

- Worked with developers to build the application: app design, UX/UI design, app functionality.
- Developed brand and marketing, including design, website, and marketing materials.
- Pitched over 30 companies; met with school police, county police, the US Open, event managers, and a catering company to discuss potential partnership and implementation.
- Beta-tested at Paul Smith's College in Upstate NY.

GENERAL INFORMATION (THE FUN STUFF)

- 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.