

Kimberly Burnes

Website: <https://kpbgraphics.wordpress.com/> | Maryland

- Graphic Design
- MS 365 Office Suite
- Written Communication
- Hootsuite
- Wordpress
- Adobe Creative Cloud (Illustrator, Indesign, XD, Photoshop)
- Short Form Video Content Creation
- Social Media Management
- Front-End Web Design (HTML/CSS)

Professional Summary

Digital Communications professional with 8+ years of freelance and in-house experience in: managing digital campaigns, content creation & building company branding across several fields in the Baltimore/D.C. region. I am skilled in developing brand strategy through research, executing campaigns across platforms, and analyzing content performance to further drive engagement.

PROFESSIONAL EXPERIENCE

Digital Communications Specialist, Freelance – Remote

January 2021 – Present

- Create and maintain detailed content calendars for cross-posting on various social media platforms while tracking analytics for reporting to marketing.
- Photograph products and events to use for conveying brand messaging effectively in visual marketing projects.
- Conduct social trends research and craft engaging copy for diverse mediums including company websites, blogs, social media posts or newsletters.
- Design comprehensive websites for small businesses, ranging up to 75 pages, including custom graphics and illustrations.
- Collaborating closely with small business owners to develop comprehensive company style guides while offering insightful suggestions for updates to ensure consistent brand representation and foster continued customer loyalty.
- Develop unique content in still and short motion-graphic format, referencing brand guidelines or assets, and editing for professional use on social channels.
- Develop user-generated content strategies to facilitate organic product promotion on social media platforms, working with reputable clients such as [Topicals](#), [Universal Yums](#), and [Uproot Clean](#).

Communications & Outreach Coordinator, Nonprofit Contractor – Columbia, MD (Hybrid)

January 2023 – August 2023

- Developed effective messaging to support marketing initiatives and communicate technical environmental concerns.
- Developed compelling visuals to amplify the organization's mission across digital platforms.
- Implemented a high-quality communications strategy that raised over \$20k for the inaugural Soak it Up fundraiser that included: collaborating with local businesses to secure sponsorships, coordinating outreach efforts with community organizations for joint promotion, and providing photography/ videography services for event documentation.
- Developed comprehensive communications protocols and social media plans to streamline internal processes while guiding future outreach efforts.
- Ensured accurate and organized content storage on company drives via Dropbox.
- Acted as the in-house web designer responsible for: updating over 20 site pages and links, managing inventory using JotForm, integrating systems with the Wix website, and maintaining a log of back-end code changes with the developer.
- Managed all incoming communications from customers via the HubSpot inbox and voicemail system, ensuring timely responses within a 48-hour timeframe.
- Managed the CRM software (HubSpot) through updating contact lists, maintaining the monthly email campaign, and creating/updating forms for organizational operations.
- Created and managed a social media calendar with linked content briefs for proper tracking and posting across all platforms.
- Supported recruitment efforts by creating ads, posting on job boards, and conducting outreach to schools or community organizations to attract qualified candidates.

Digital Communications Specialist, Baltimore City Hall, 7th District – *Baltimore, MD*

September 2018 – November 2019

- Built relationships with over 500 community members as the liaison between the community and the Councilman through: direct outreach on social media, management of email inbox, and maintenance of phone voicemail.
- Assisted with key events hosting over 100 residents, such as “Summers in the 7th”, the Backpack Drive with the Mark Ingram foundation and the annual Christmas giveaway through: photography, videography, graphic creation and community follow up on digital platforms.
- Designed print posters for event outreach in Adobe Creative Suite and distributed them amongst the social media, often increasing attendance by 10% compared to previous years.
- Revitalized the digital newsletter with an updated and consistent branding strategy on MailChimp to inform over 500 constituents, updated monthly and quarterly.
- Curated social media content to inform audiences about the Councilman’s political positions on Facebook and Instagram.

Marketing Coordinator, University of Baltimore, Student Events Board – *Baltimore, MD*

May 2018 – May 2019

- Developed and executed comprehensive social media campaigns with Hootsuite to promote campus events, increasing event attendance by 5%.
- Designed visually compelling digital and print materials for university annual events including: flyers, posters, and event banners.
- Led the creation of email marketing campaigns, segmenting lists and personalizing content to convert subscribers to event attendees.
- Maintained the SEB’s position on the campus bulletin board, ensuring all event information was up-to-date and prominently displayed to maximize visibility.
- Provided high-quality photography for campus events, contributing visual content for both the university’s website and promotional materials thus enhancing the university's online presence and brand image.

Marketing Student Assistant, University of Baltimore, Office of Community Life – *Baltimore, MD*

August 2017 – January 2019

- Supported the annual planning of campus events with flyer design and campus canvassing.
- Took lead on the event planning for mental health week in October of 2018 by organizing with external mental health professionals at NAMI to provide students with sufficient information for the event.
- Assisted in training 2 new employees alongside the Student Supervisor on office culture, front desk support, and event advertisement.
- Provided front desk support by answering phone calls for the Dean and Assistant Dean of students, managing their Outlook calendars, and assisting students who visited for meetings with the Deans.

Assistant Student Editor, McDaniel College, Campus Newspaper (The Green Terror) – *Westminster, MD*

January 2017 – May 2017

- Edited copy on the campus newspaper website with updated content and photos from campus events..
- Photographed campus events and students for exposure on the campus website.

Football Team Videographer, McDaniel College, Campus Football Team (Green Terrors) – *Westminster, MD*

August 2016 – December 2016

- Captured video of the football team during seasonal games and training, to be featured on the campus website and reviewed at team meetings for critiques.
- Assisted with extra duties as needed by the team for seasonal activities i.e. front desk support, phone customer service, providing directional guidance to guests for games

EDUCATION & CERTIFICATION

2019

University of Baltimore
Bachelors of Arts in
Digital Communications

2024

Maryland Cannabis Administration
Workforce Development Program
A program hosted by the MCA aimed at preparing a
workforce for the growing legal cannabis field in Maryland

VOLUNTEER EXPERIENCE

2018 - Present

Catch-a-Fire

Providing volunteer graphic
design services to humanitarian
based non-profits nationally