



**Melissa Kimble Portfolio**



# Community. Culture. Compassion.

“To get someone to tell you the truth, get them to tell you this story.” I first heard this quote in a seventh grade journalism camp and I’ve carried it with me since then. I don’t just enjoy storytelling, it’s a part of my mission. And no matter the brand or the vehicle, I enjoy building digital experiences that make room for community, culture and compassion that embodies growth and opportunity for all parties involved.

# EBONY Magazine

## Overview

Senior Social Media Manager for the EBONY brand, which includes overseeing, developing and executing the entire social media presence for the print magazine, EBONY.com, social media campaigns for advertisers and major EBONY events. As an EBONY staffer, I've also contributed articles and interviews to EBONY.com and the print magazine while carrying out my social responsibilities.

## Highlights

Increase social media presence and engagement consistently; activity overview (1/1/16 - 4/17/10) 391,108,447 impressions, 8,906,403 engagements, and 2,603,758 link clicks)

Establish the EBONY brand as a leader and pioneer in Black media through not just social voice and content, but also digital content.

Create and establish social share partnerships with outlets such as Fuse and oversee the social media component of marketing buys.



EBONY MAGAZINE @EBONYMag · 15 Jun 2016

Suicide rates for **Black children** are now at a record breaking high - surpassing other races: [ow.ly/Rfw5301ilxR](https://ow.ly/Rfw5301ilxR)



147 17K 11K



Social media asset created by me for The Perfect Match social campaign.



# EBONY Magazine - Power 100

## Highlights

Led and managed a two-person team for the day-of event.  
Executed all social media recaps for Facebook, Instagram, and Twitter.

Day Of Event - Hashtag Performance : 14,913,809 reach and 19,943,174 impressions

Weekend Of Event - Hashtag Performance: 21,800,191 reach and 29,156,232 impressions

The day of the event, the #EBONYPower100 hashtag garnered a reach of 9,554,985 and 14,414,926 impressions and became a trending topic on Twitter.

The day of the event, the #EBONYPower100 hashtag garnered a reach of 5,358,824 and 5,528,248 impressions on Instagram.  
The weekend of the event, it garnered a reach of 10,927,561 and 11,964,339 impressions.



Social media assets created by me for post-event coverage.

# EBONY Magazine



## On This Day social feature for Facebook

On this day in 1972, "Sanford and Son" premiered on NBC.



2,775,879 people reached

Boost Post

30K

720 Comments 18K Shares



On this day in 1900, James Weldon Johnson and John Rosamond Johnson composed 'Lift Every Voice And Sing' also known as the 'The Negro National Hymn.' Where did you first learn this song?



2,982,061 people reached

Boost Post

11K

2.1K Comments 45K Shares







# #blkcreatives

## Overview

Founding Editor of #blkcreatives, a lifestyle brand for young professionals of color, creating numerous amounts of digital experiences for the brand

## Highlights

Grown traffic to over 140K organic page views since its inception in 2012, Created a highly engaged social community over 30K

Created + Facilitated the most influential Twitter #blkcreatives Twitter Chat Series which has garnered over 1M impressions during its run.

## Testimonials

“Culture steals our ideas, jobs overlook our talent, and investors ignore our potential. But Melissa Kimble used a hashtag to bring us hope.” - Michael Jones  
Former editor at LUCKY Magazine, The Stylish Standout



Before the #blkcreatives chat, I had no idea there was this collective of people hungry to dig deep into creativity. It's such a great and rare opportunity to talk with and learn from like-minded creatives of color. The best resource we have as a community is this consistent sharing of knowledge. I hope #blkcreatives turns into a conference. It's like TED, but for black creatives."

- Kareem Taylor, Author and Voice Over Artist

# Surprise Ride Inc.

## Overview

Social Media Manager for Surprise Ride Inc., Created and managed daily social media strategy and execution for company's social media presence. Also provided Live Social Media coverage for ABC's Shark Tank TV Appearance elevating their weekly reach to 5,300 impressions.

## Highlights

Across Twitter and Facebook, we received 16,930 Interactions by 11,809 unique users with over 10 Million impressions for 2014

Grew Surprise Ride Facebook fan page from 427 Fans to over 6.8k between October 2013 + December 2014 (**1492% increase**) by developing a strategic flow of content that connects with its core audience and values

Ran micro social media campaigns, secured social media engagement opportunities and influencer features which resulted in **619.9k organic impressions** across channels for 2014



# Special Projects - American Family Insurance

## Overview

Live social media coordinator for The Dreams Protected Tour in Atlanta presented by American Family Insurance. Provided real-time social media coverage for the event.

## Highlights

Earned 4, 913 impressions during event and fostered 94% positive sentiment for the event.

## Testimonial

“Melissa was hired to manage our social media efforts, focusing mainly on a Q&A session in which she was proactive by selecting great questions and presented the questions in front of a live audience with great pose. She has an amazing understanding, instinct, and talent for Social Media marketing. I can say with full confidence that the Social Media integrations at the Dreams Protected Tour presented by American Family Insurance would not be the same without Melissa’s contributions.”

- Angela Guidry, Account Director  
Sage of Live Events, Vital Worldwide



#PURSUINGMYDREAMS

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TOUR

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INSURANCE**

**KEVIN  
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JOIN COMEDIAN KEVIN HART AND HOST AJ CALLOWAY  
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**ATLANTA SUNDAY 3RD 12PM**  
NOVEMBER

**FOX THEATRE ATLANTA**  
660 PEACHTREE ST NE  
ATLANTA, GA 30308

HOSTED BY  
**AJ CALLOWAY**

**SOLEDAD O'BRIEN**

**EUNIQUE JONES**

**CYNTHIA BUTLER-MCINTYRE**

**CORI MURRAY**

# Special Projects - Bros Before Hoes

## Overview

Created social media outreach for Bros, a pilot presentation for a family comedy that centers around three brothers and their trials in love. Established a brand awareness across all channels (Facebook, Twitter, and Instagram) and assisted with event promotion for writer, producer Ben Cory Jones.

## Highlights

Secured a digital focus group for the brand to act as official brand ambassadors

Social media efforts drove the presentation to reach 10k views in 2 months which helped to secure the show a development deal with HBO

