

MELISSA KIMBLE

Experienced digital strategist with a passion for strategically building authentic experiences that are mutually beneficial for brands and their audiences.

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relocate)
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EXPERIENCE

EBONY Magazine, Chicago, IL — Senior Social Media Manager

DECEMBER 2015 - MAY 2017

Overseeing and creating social content, strategy, customer engagement and execution for EBONY Magazine's entire social presence; Providing social consultation on brand events, media coverage and establishing online social partnerships while managing/leading social team.

Burrell Communications, Chicago, IL — Social Media Manager

AUGUST 2015 - DECEMBER 2015 (Contractor position)

Created foundational structure for ORS Olive Oil's social media presence.

General Growth Properties, Chicago — Digital Marketing & Social Media Specialist

JUNE 2015 - OCTOBER 2015

Creating, editing and publishing web and social content at a national and local level for 20 mall properties in five different states; Monitoring, measuring and reporting social media activities, trends, and campaign results

GOLIN, Chicago, IL — Associate Community Manager

SEPTEMBER 2014 - JUNE 2015 (Freelance position)

Award winning "Our Food, Your Questions" campaign exclusively for McDonald's. Rapidly responding to customer engagement on behalf of the brand while assisting with social media research and analytics.

#blkcreatives, Chicago, IL — Creator

AUGUST 2012 - PRESENT

Oversee and manage all editorial/digital strategy and content, social media, and creative direction for an online multicultural community with one of the top Twitter chats for Black creative professionals on the web

EDUCATION

University of Tennessee at Martin, Martin, TN — B.A.

Communications AUGUST 2005 - MAY 2009

SKILLS/TOOLS

Audience driven digital content. Sprout Social. Hootsuite. Google Analytics. SEO. Wordpress. Sprinklr. Basecamp. Editorial and Social Media Calendars. Email Marketing. Adobe Creative Suite.

HIGHLIGHTS

Grew Surprise Ride Facebook fan page from 427 Fans to over 6.8k between October 2013 + December 2014 (**1492% increase**)

Created 'On This Day Feature' for EBONY's Facebook page with an organic reach of over 2.9M

Created #blkcreatives Twitter chat which has garnered over 1M organic impressions

REFERENCES

Kyra Kyles, EBONY Magazine - Editor-In-Chief & SVP of Digital

Kathy Chaney, EBONY Magazine - Print Managing Editor

Jonathan Jackson, Blavity Co-Founder; Head of Corporate Brand