

## Resume *6 years experience in integrated marketing communications*

### Summary

- Grew company's revenues by over 2,200% in 3 years
- Developed marketing strategy and oversaw execution
- Led marketing campaigns targeting key market segments
- Created brand images with measurable results for large clients
- Produced premium-quality marketing collateral

### Experience

#### **Dreampix Design**

*New Media Design Company*

#### **General Manager 2009 to 2010**

#### **Marketing Manager 2004 to 2009**

- Oversaw all marketing
- Led lead generation campaigns
- Produced high-quality marketing collateral
- Won the company's first customers through direct sales
- Reached profitability for start-up company in 1 year
- Grew revenues by an average of 201% per year
- Raised average deal size from \$35k to \$130k by defining and launching new products and services
- Created highly recognized brand images for clients resulting in pre-sold inventory of 33%
- Directed cross-functional teams of Marketing, Sales, Creative, Support and Engineering
- Segmented market to identify high-margin businesses
- Managed successful consumer marketing and communications campaigns for top-tier clients such as HGTV, Corcoran Group, and World Wide Holdings

#### **AEC Repro**

*Document Management SaaS*

#### **User Interface Consultant 2008**

- Determined customer requirements to align UI with customer workflow
- Balanced trade-offs between customer value and system capabilities
- Created web design to maximize up-selling conversions
- Streamlined the on-line sales process

#### **Iomedia**

*Creative Marketing and Communications Company*

#### **Project Director 2001 to 2003**

- Increased close rates with highly effective interactive media
- Directed graphic artists to produce high quality customized presentations
- Defined graphic communication strategies for effective sales campaigns
- Delivered sales solutions for top-tier construction management companies such as Turner, Skanska and Bovis Lend Lease

### Education

Digital Marketing Certifications from Market Motive in 2010

Search Engine Optimization (SEO)

Social Media Marketing

Web Analytics

M.S. Real Estate Development from New York University in 2005

B.S. Architecture from Georgia Institute of Technology in 2000

### Contact Info

Tele: **646-567-8746** | E-mail: **kimberly@kimberly-cooper.com** | Website: **www.kimberly-cooper.com** | New York, NY

## Case Study *grew revenues to \$1.2M in 3 years for start-up company*

### The Company

Dreampix Design, LLC - A 3D rendering and animation company based in Seoul, Korea

### The Situation

The owner of the company wanted to open an office in New York to target U.S. clients, while keeping production in Korea.

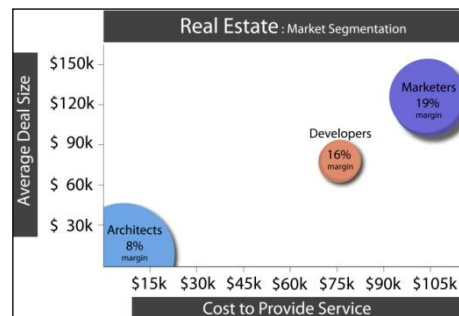
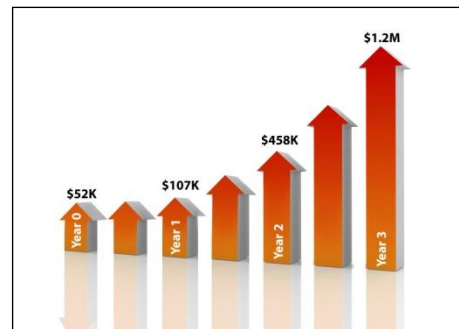
- No business plan
- No marketing material
- No specified market segment

### The Objective

- Establish a presence in New York
- Obtain clients
- Generate revenue

### The Activities

- Identified demand in residential real estate as a marketing and visual communication tool to expedite pre-sales of homes not yet built
- Established a value proposition that the use of 3D visualization increases close rates for pre-sales efforts, which also leads to a lower cost of sale
- Segmented market to determine most profitable targets
  - Three market segments listed in order from most profitable to least:
    - Marketing companies are the main “influencers” to the “buyers”
      - The number of deals and the average deal sizes are the highest among the three market types
    - Real estate developers are the “buyers”
      - The average deal size is less than the marketers. And the number of deals is much less
    - Architects are lower quality “influencers”
      - The average deal size is much less than both the marketers and the developers
- Planned and managed the production of brochure, website, and sales support collateral that communicated value proposition to the influencers and buyers
- Developed and implemented lead generation campaign



### The Challenges

- Winning the 1<sup>st</sup> clients
  - While the technical ability of the production team was quite impressive, the portfolio of work was all from Korean clients. This created a perception of high risk for potential U.S. clients. To overcome this, I focused on presenting the value to the client and the quality of the 3D work. I avoided specific case studies until we had a few US projects completed.
- Managing overseas production of creative assets
  - Communicating with designers and programmers through a translator who had no technical knowledge challenged both the project timeline and the quality of work. To overcome the language barrier I provided a lot of my direction through visuals.

### The Results

- Grew company's revenues by over 2,200% in 3 years
- Campaign cost = \$43,500 | First year revenue = \$107,500 | Second year revenue = \$458,000 | Third year revenue = \$1.2M

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