

KIMBERLY MAWI

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[Kimberly Mawi Portfolio Link](https://www.linkedin.com/in/kimberlymawi/)

Bethesda, MD

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SOFTWARE SKILLS

Social Media Management: Instagram, TikTok, Facebook, Pinterest, YouTube

Video Editing: iMovie, Capcut, InShot, Adobe Premiere

Project Management: Salesforce, Mailchimp, Asana

Email Marketing: Klaviyo, Flodesk

Website & ECommerce: Shopify, Wix, Squarespace, WordPress

Technical Skills: HTML/CSS, Google Drive, Microsoft Office Suite, Adobe Creative Cloud (Illustrator, InDesign, Photoshop), Canva, Figma

PROFESSIONAL EXPERIENCE

Freelance Marketer and Graphic Designer

Kimberly Mawi Studio

Columbia, MD

02/2024 – Present

- Develop and design graphics for PR materials (brochures, flyers, digital ads) ensuring brand consistency.
- Create engaging mockups and prototypes for newsletters, displaying attention to detail.
- Leading marketing strategies on Facebook, Instagram, TikTok, and Pinterest, boosting engagement.
- Design social media posts that increase audience interaction and engagement.
- Achieved a 65% click-through rate on newsletter campaigns through targeted content and design.

Field Marketing Specialist/Customer Service

Robert Half Agency

New York, NY

06/2023 – 12/2023

- Supported Coordinated and supported trunk shows and events, managing booth operations and providing exceptional customer service to enhance brand engagement.
- Created and delivered presentation decks for meetings, effectively communicating event strategies and outcomes to internal teams and clients.
- Scheduled and organized meetings, ensuring seamless communication and alignment between clients, vendors, and internal teams.
- Handled administrative tasks, including event logistics, inventory management, and post-event reporting to support overall event success.

Marketing & PR Coordinator

Staged NY & RentQuest

New York, NY

12/2022 – 05/2023

- Led the rebranding of Staged & RentQuest, enhancing their luxury market image & high-profile clients.
- Managed and curated engaging social media content across platforms, significantly boosting brand visibility and engagement, while developing and executing integrated marketing campaigns that combined social media strategies with creative design to enhance promotional efforts.
- Designed PR books, client presentations, and promotional materials (print, digital, ads, emails, website).

- Created high-quality proposals for RFPs & RFQs using InDesign for visually appealing submissions. Captured content on-site, led creative art direction, developed brand strategy, designed presentation decks for brokers and event planners, and revamped website design for a modern branding look.

Content Creator & Social Lead

Brook & York

New York, NY

08/2022 – 02/2023

- Through innovative strategies and targeted content creation, I elevated Brook & York's TikTok viewership from an initial average of 100 views to a robust 10,000 views per video.
- Enhanced SEO efforts for blog content, which optimized online presence and improved our visibility across search engines.

Social Media Assistant

Bija Essence

New York, NY

02/2020 – 08/2022

- Filmed, photographed, and edited engaging photos and videos for Bija Essence's Instagram and YouTube channels, enhancing the brand's online presence and follower engagement.
- Leveraged storytelling techniques to create captivating narratives around wellness products, which helped strengthen customer relationships and brand loyalty.
- Actively participated in trunk shows and social events, utilizing my sales skills and ability to connect with people to demonstrate products and share compelling stories behind each item, effectively communicating the benefits and enhancing the brand's massage oils appeal, which significantly improved customer experience and drove sales.

EDUCATION

Bachelor of Arts, Graphic Design & Marketing, Marymount Manhattan College, New York, NY
CAD & Interior Design Certification, Montgomery College, Rockville, MD

COPYWRITING LINKS

<https://brookandyork.com/blogs/news/how-to-find-the-perfect-valentines-day-gift-for-her>

<https://brookandyork.com/blogs/news/unique-mothers-day-gift-ideas>

(I wrote these blogs for SEO purposes)

