

# Kim Epstein

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(215) 595 4189 aBetterBreak.com

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## EXPERIENCE

### Marketing Manager | The Neat Company | Sep 2018 - Apr 2019

#### BRAND MANAGER

- ★ developing graphic and writing styles and ensuring brand alignment
- ★ rebranding project including company voice document, visual style guide with custom illustrations, and full website redesign

#### eMAIL COMMUNICATIONS MANAGER

- ★ determining and defining audiences for communication by buying stage, interest, and customer needs
- ★ establishing and maintaining lists (external and internal) to segment and target communications
- ★ developing monthly and yearly communications plans for each audience
- ★ writing, designing, and building all email communications

#### ART DIRECTOR AND GRAPHIC DESIGNER

- ★ providing design direction for advertisements
- ★ designing print collateral and electronic deliverables, including fliers and one-sheets, ebooks, illustrations, web graphics, and emails

#### CONTENT WRITER AND EDITOR

- ★ writing and/or editing and proofreading blog posts, ebooks, mailings, web copy, emails, and in-product communications

### Marketing Coordinator | GrayHair Software | Aug 2017 - Aug 2018

#### PROJECT MANAGER

- ★ ensuring a consistent flow of external communication, keeping projects on time, within budget constraints, and coordinating the input and approval of all stakeholders (internal and external)

#### ART DIRECTOR AND GRAPHIC DESIGNER

- ★ developing brand standards and ensuring brand alignment
- ★ updating existing materials to meet new brand standards
- ★ designing or providing design direction for both client-facing and internal marketing materials including presentation decks, ebooks, exhibition materials, advertisements, email templates, and fliers
- ★ producing and creating webinars, videos, and exhibitions

#### COPY EDITOR AND PROOFREADER

- ★ editing and proofreading web copy, email communications, blog posts, presentation decks, and articles

## Graphic Designer & Website Coordinator | American Anti-Vivisection Society | Mar 2014 - Aug 2017

### ART DIRECTOR AND BRAND MANAGER

- ★ *developing and maintaining brand standards for all five brands under the AAVS umbrella (AAVS, ARDF, Animalearn, the Science Bank, and Leaping Bunny)*
- ★ *designing, producing, and developing all print and electronic marketing materials including newsletters, mailings and emailings, brochures, advertisements, websites, and exhibits*
- ★ *updating existing marketing materials to adhere to new standards*

### WEBMASTER

- ★ *maintaining AAVS.org, ARDF-online.org, Animalearn.org, theScienceBank.org, and LeapingBunny.org and providing technical support for site visitors*
- ★ *redesigning and building sites at ARDF-online.org, Animalearn.org, and theScienceBank.org (providing all ux/ui design, graphic design, shopping cart setup, and grants and donation portal integration; and seeing to all technical needs)*
- ★ *managing the redesign of, and providing art direction and development support for, sites at AAVS.org and LeapingBunny.org*

### IT MANAGER

- ★ *establishing, maintaining, and providing user support for all office technology systems including computer network, shared file server, individual computer support, printers, copiers, and scanners*
- ★ *assisting employees with software training and troubleshooting*
- ★ *managing email systems (webmail and clients) and addresses for all employees*
- ★ *purchasing and monitoring all technology equipment*

## Digital Marketing Specialist | HRDQ | Jan 2012 - Feb 2014

### CONTENT MARKETER

- ★ *writing and managing InsideHRDQ.com and TrainingBookReview.com*
- ★ *developing and designing games for our internal staff to bolster product knowledge*
- ★ *developing and designing product toolkits for lead generation and sales support*
- ★ *writing, designing, and building email communications*
- ★ *writing, editing, and proofreading product copy*

### WEBMASTER

- ★ *maintaining HRDQstore.com, ReproducibleTrainingLibrary.com, and PersonalityStyleAtWork.com and providing technical support for site users*
- ★ *maintaining product and customer databases*

## Production Assistant | SteegeThomson Communications | Nov 2009 - Mar 2011

### PRODUCTION ASSISTANT

- ★ *setting and managing project schedules, maintaining client relationships, and providing client support*
- ★ *editing and proofreading copy*
- ★ *performing competitive analyses for clients (websites, social media, design, content marketing, and methodologies)*

### ADMINISTRATIVE ASSISTANT

- ★ *establishing and maintaining all office technology systems and providing IT support to all staff*
- ★ *coordinating travel, ordering supplies, maintaining office kitchen, receiving guests and answering telephone calls*

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## EDUCATION

### BA, Fine Arts

University of Southern California  
2004 - 2008

### Certificate, Digital Media

Moore College of Art  
2011 - 2013

### Certificate, Web Design

Moore College of Art  
2012 - 2014

### Certificate, Pragmatic Marketing

Level 2  
2018

## TECHNICAL Skills

### Productivity

Microsoft Office Suite, Confluence, Jira, Aha, Slack, Trello, Asana, Google Suite, Salesforce

### Design

Illustrator, InDesign, PhotoShop, DreamWeaver, After Effects, Flash, Premier, Acrobat, Audition, iMovie, YouTube Studio

### Web Building

HTML/CSS; WordPress, Drupal, Salsa, and BlackBaud Content Management Systems; Shopping Cart Management and Integration (OpenCart, 3DCart, WooCommerce); Advocacy, Donation, and Lead Management Platforms (Blackbaud, Salsa, PayPal, Authorize, Pardot, Salesforce); Mass eMailing/CRMs (MailChimp, Constant Contact, MailerMailer, Pardot, Salsa)

## Portfolio

<https://aBetterBreak.com>