Kim Epstein

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Experience

Webmaster and Content Strategist | The Lawrenceville School | Oct 2019 - Present

UX DESIGNER

- *developing a new experience for Lawrenceville's web presence in the form of a new institutional website and several microsites (deliverables include new site maps, content strategy maps, wireframes, and content outlines)*
- *directing the development of UX for any microsites or digital signage produced by external vendors or partners*
- *guiding a team of representatives from each of the School's departments through UX activities to identify audiences, define goals, and develop tactics and practices to improve our online communications*

WEBMASTER

- *maintaining Lawrenceville's websites by updating content and seeing to technical issues*
- *curating content for digital signage*

CONTENT STRATEGIST AND PRODUCER

- *defining a content strategy for Lawrenceville's online communications and developing website content for a full web redesign*
- *working with each of the School's departments to discover needs, define goals, and produce appropriate, effective content that aligns with the Lawrenceville brand (deliverables include content outlines, strategy maps, and web and email copy)*
- *directing the development of branding guides and messaging produced by outside vendors*

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

CREATIVE DIRECTOR AND BRAND MANAGER

- *developing new 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 COMMUNICATION STRATEGIST AND PRODUCER

- *determining and defining audiences for communication by buying stage, interest, and 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 and within budget constraints, and coordinating the input and approval of all stakeholders

ART DIRECTOR AND GRAPHIC DESIGNER
- ★ developing, updating, and maintaining visual and written brand standards and ensuring brand alignment
- ★ 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, ebooks, and articles
- ★ developing a voice document for various communication channels

Graphic Designer & Webmaster | American Anti-Vivisection Society | Mar 2014 - Dec 2017

ART DIRECTOR AND BRAND MANAGER
- ★ developing and maintaining visual 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 blogs at InsideHRDQ.com and TrainingBookReview.com
- ★ developing and designing product toolkits for lead generation and sales support and learning games for our internal staff to bolster product knowledge
- ★ writing, designing, and building email communications
- ★ writing, editing, and proofreading product copy

WEBMASTER
- ★ maintaining HRDQstore.com, ReproducibleTraingingLibrary.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) and researching recommending best practices in emerging media*

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*

CLIENTS INCLUDED
- ★ *robert wood johnson foundation, smithsonian institute, university of pennsylvania, temple university, university of the sciences in philadelphia, national writing project, malvern prep, committee of 70, john f. kennedy library*

Education

BA, Fine Arts | University of Southern California | 2004 - 2008 | Cum Laude

Certificate, Digital Media | Moore College of Art and Design | 2011 - 2013

Certificate, Web Design | Moore College of Art and Design | 2012 - 2014

Certificate, PMC-II | Pragmatic Marketing Institute | 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, XD, Sketch

WEB BUILDING
HTML/CSS

Content Management Systems (*WordPress, FinalSite, Drupal, Salsa, BlackBaud, Veracross*)

Shopping Cart Management and Integration (*OpenCart, 3DCart, WooCommerce*)

Sales and Marketing Platforms (*Blackbaud, Salsa, PaypPal, Authorize, Pardot, Salesforce*)

Mass eMailing/CRMs (*MailChimp, Constant Contact, MailerMailer, Pardot, Salsa, Veracross*)

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