

KIM BOTBYL

MARKETING & PUBLIC RELATIONS STRATEGIST

(310) 817-0472 | kim@kiminyourcorner.com | Los Angeles, CA

SUMMARY

An award-winning team leader, passionate about creativity, community-building, and connecting people with resources utilizing 15 years of experience in marketing, advertising, social media, and public relations for the B2B, direct-to-consumer, and non-profit sectors.

RELEVANT RESUME HIGHLIGHTS

Marketing Strategist (Self-Employed)

Aug., 2011 – Present

KIYC | Kim In Your Corner, Studio City, CA

- Provide action-oriented strategic plans to revitalize small businesses' marketing materials.
- Earned a 58% newsletter open rate and drove a 44% increase in website traffic for one client.
- Achieved a 47% recovery rate for abandoned carts for a direct-to-consumer client.
- Wrote and pitched a press release that reached a combined audience of over 258 million views.

Public Relations Account Executive

Feb., 2022 – Feb., 2023

Kahn Media, Moorpark, CA (Hybrid)

- Presented with the agency's first *Valued Feedback Award* for insights on training, operations, etc.
- Lead team which earned a *Gold Stevie Award, PR Campaign of the Year – Influencer Management*.
- Increased one client's Facebook following by over 80K (36%) in 11 months and another client's Instagram following by 33K (18%) in just 90 days.
- Consistently placed clients in top outlets (Forbes), and on all five broadcast stations countrywide.

Marketing Manager

April 2017 – Jan., 2018

Copy Bank, Torrance, CA

- Earned the company a *Best Booth Award* from the Chamber of Commerce at a B2B tradeshow.
- Launched local business development and nurture marketing campaigns.
- Managed all community outreach and content for advertisements and social media.

Business Development Representative

Nov., 2016 – Feb., 2017

Tri-Tech Restoration, Burbank, CA

- Successfully increased vendor contracts by 16% and online engagement by 30% in less than three months through trade shows, conferences, local board membership, publicity, etc.
- Initiated a cross-departmental lead lifecycle program to improve accountability and motivate staff.

Chief Marketing Officer / Operations Manager

Mar. 2014 – June, 2014

Greenspire, Santa Monica, CA

- Pioneered all creative assets to establish the integrity of and promote a start-up solar company.
- Brand representative and main POC for customers, employees, and vendors.
- Assumed Administrative Assistant and some Human Resource duties.

EDUCATION

B.A. Public Relations and B.A. Mass Communications

2003

York College of Pennsylvania

Graduated Magna Cum Laude

Minors: Marketing, Advertising, Speech Communication, Philosophy

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SELECTED COPYWRITING CREDITS

Postcard / Direct Mailer

Drexel University Online (Higher Education)

- **TASK:** Promote the Masters in Education program to teachers.
- **SOLUTION:** I worked with a designer to create a postcard-sized mailer to be sent during the summer using images of children playing with sparklers to connect to and reignite teachers' ongoing passion for learning.

Email / Coupon

Copy Bank (Print Services)

- **TASK:** Clarify to local businesses who the company was and the services offered after a name and location change.
- **SOLUTION:** I created and segmented an email with images of both storefronts and added a coupon with word art in the shape of a heart using their list of services, and tailored the content by industry (healthcare, hospitality), to reinforce their love of the community.

Blog / Website

Baja Forged (Off-Road Aftermarket Parts)

- **TASK:** Optimize a product launch to raise awareness about the company's new rear bumper.
- **SOLUTION:** I wrote a 2000-word SEO/keyword-rich blog to highlight their expertise, a landing page, and a screamer banner for their website. I also created a newsletter teasing the blog, a graphic showcasing the product's features, and an on-brand call-to-action.

Newsletter / Social Campaign

Baron Brown Studio (Acting School)

- **TASK:** Engage current and attract new students and alumni on social media, broaden reach, and reinforce industry leadership.
- **SOLUTION:** I used quotes from the founders' books and clips from Master Classes on YouTube to create social posts, emails, and online surveys with link-backs and share opportunities.

Digital Marketing (META Ad Campaign)

Caffe Latte (Restaurant)

- **TASK:** Showcase lunch/dinner options available at the café.
- **SOLUTION:** I developed a series of social media ads highlighting dishes enjoyed by colleagues in formal attire, couples enjoying a romantic evening out and families picking up take-out.

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