

# KIMBERLY BRYANT

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## PROFESSIONAL SUMMARY

Creative writer, digital marketing strategist, and seasoned event manager with nearly 20 years of experience delivering impactful campaigns and unforgettable experiences. Skilled in crafting compelling content, leading multi-channel marketing initiatives, and enhancing visibility through SEO, social media, and video. Proven success in planning and executing large-scale events—from concept to on-site management—while driving engagement, strengthening brand presence, and streamlining processes. Recognized for blending creativity with operational excellence to bring ideas to life across digital and live platforms.

## SKILLS

### Event Management

Logistics  
Budgeting  
Negotiating

### Professional Strength

Verbal & Written Communication  
Project Management  
Customer Service  
Team Collaboration  
Leadership  
Adaptability

### Content & Marketing

Copywriting & Editing  
Social Media Strategy  
SEO & Google Analytics  
Video & Podcast Editing  
Event Marketing

### Design & Tech

Adobe Creative Cloud  
Canva  
CSS/HTML  
Website Maintenance

## WORK HISTORY

### Communications & Marketing Manager • *Beacon Wealth Management*

Remote • Jan 2016 – Nov 2025

- Create and automate monthly email campaigns, improving client and prospect engagement
- Create social media posts for social media outlets, including Facebook, Instagram, X, LinkedIn, Google Business, enhancing engagement and following
- Events and event marketing, from planning to execution to round-up
- Refine and maintain websites with proficiency in using Wordpress and Wix
- Edit podcasts, videos, and shorts for YouTube and posting to other social platforms
- Create graphics, marketing collateral, and ads
- Effectively communicate and collaborate with outside vendors

### Events Manager • *Software Quality Engineering*

Orange Park, FL • September 2010 to November 2015

- **Conference Manager:** Managed two of four International Conferences logistics for week-long conference, including budgeting, negotiating contracts, planning, implementing, and reporting; liaised with internal departments, vendors, speakers, contractors and hotel; developed, edited and reviewed marketing collateral and signage; managed a team of 8-12
- **Virtual Conference Manager:** Managed event logistics and set-up for 2-day event, including budgeting, planning, implementing, and reporting; Communicated with virtual event platform group, A/V, vendors and speakers; created entire virtual environment for virtual conference, including web seminars, presentations, lobby, expo, help desk and email communications

- **Webinar Manager:** Managed web seminars from start to finish, including securing speakers, moderating, answering questions in chat, creating talking points, and working with marketing to promote webinar both before and on-demand
- **Marketing Product Manager:** Developed and implemented weekly marketing emails; managed social media for all products and overall company; managed marketing/communications campaigns; developed and maintained media kit

**Interactive Production Support Specialist** • *Citigroup*  
Jacksonville, FL • March 2007 to September 2010

- Executed requests and maintenance for Citicards.com and Citibankonline.com
- Performed pre- and post-live quality assurance of all deployments
- Liaison between internal departments, vendors/requestors, and translation
- Implemented new process and timeline for Account Online maintenance

**Events and Sponsorships Coordinator** • *Blue Cross and Blue Shield of Florida*  
Jacksonville, FL • March 2006 – March 2007

- Coordinated and managed logistics for 250 sponsored events per year
- Worked with internal department, marketing agency, sales managers and local offices
- Maintained corporate sponsorships section of website
- Designed/formatted/edited/wrote content for sales bulletins, newsletters, email blasts
- Developed communications plans and campaigns

**Internships** • *Public Information Officer (City of Valdosta) and Account Coordinator (Erwin Penland Advertising)*

Valdosta, GA and Greenville, SC • August 2005 – March 2006

- Managed design and development of marketing collateral, including newsletters, flyers, event invitations, and annual report, under supervision of Public Information Officer
- Maintained and updated City of Valdosta website
- Wrote and distributed press releases and media advisories

## EDUCATION

**B.F.A** – Speech Communication, Public Relations  
Valdosta State University | Valdosta, GA