

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