

Kimberly Markus

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SUMMARY

Award-winning PR and communications leader with 20 years of experience in creating compelling narratives and driving brand awareness. Skilled in leading integrated marketing campaigns and building strong consumer-brand relationships. Demonstrated expertise in strategic communication, effective collaboration, and impactful leadership.

WORK EXPERIENCE

Kin Insurance

PR Manager

Remote

4/2022 - 1/2024

- Spearheaded the inaugural omnichannel marketing campaign featuring Ty Pennington, which enhanced customer trust by 90%, increased website visits by 15%, and boosted brand awareness by 35% within two months.
- Managed media relations, securing over 800 media placements in 2023, a 35% increase from the previous year, enhancing Kin's public narrative.
- Expanded media reach into top-tier outlets such as Cheddar News, USA Today, Fox Business, Insider, and Best Life, achieving a 30% increase in consumer media coverage.
- Enhanced corporate reputation and communication strategy, improving readership and engagement by 73% through captivating storytelling.

Involve, LLC

Executive Vice President

Columbus, OH

3/2021 - 3/2022

- Oversaw operational strategies, enhanced customer relationships and identified business opportunities, which led to a 15% increase in agency performance, revenue, and profitability.
- Managed the overall administration of PR programs for assigned clients, including staff administration, PR planning, financial management, budgeting, professional systems development, staff training, and professional development.
- Directed integrated marketing campaigns and PR campaigns for diverse B2B and B2C clients, improving brand awareness through effective strategy and execution.

Bob Evans Farms

Senior Integrated Marketing Program Manager

New Albany, OH

5/2020 - 3/2021

- Facilitated cross-functional collaboration to deliver an impactful omnichannel annual marketing plan, resulting in improved journey mapping and the achievement of KPIs, positively impacting business unit performance.
- Led the development of impactful integrated marketing campaigns and aligned messaging across multiple channels, including shopper marketing, PR, social media, and internal/external communications.
- Led the successful implementation of new integrated communication strategies for Bob Evans Farm's 'Our Farm Salutes' cause marketing campaign, which resulted in a 30% growth in brand affinity.
- Aligned brand campaigns with PR initiatives, improving brand perception and a 20% increase in media coverage, ultimately strengthening the overall brand reputation.

ScottsMiracle-Gro

Manager, Consumer Marketing and Public Relations

Marysville, OH

3/2015 - 5/2020

- Orchestrated communication strategies for ScottsMiracle-Gro's consumer businesses, increasing media coverage and brand recognition by 15%.
- Developed media and influencer partnerships that elevated brand stories, boosted consumer trust, and increased product sales.
- Analyzed coverage and developed a reporting structure for PR efforts that resulted in improved media engagement while increasing ROI by 15%.
- Oversaw the development of ScottsMiracle-Gro's experiential activation program at major events like South by Southwest (SXSW) and MLB's All-Star Game, enhancing brand engagement and loyalty.

South Carolina Department of Health and Human Services

Public Information Director II

Columbia, SC

11/2013 - 3/2015

MindsOn Marketing <i>Account Manager</i>	Lewis Center, OH 3/2012 - 7/2013
Red Roof Inns <i>Marketing and Public Relations Coordinator</i>	Columbus, OH 4/2008 - 12/2011
Columbus Symphony Orchestra <i>Public Relations Manager</i>	Columbus, OH 1/2007-7/2007
Mothers Against Drunk Driving <i>Director of Development</i>	Columbus, OH 9/2005-1/2007

PROFESSIONAL SPEAKING ENGAGEMENTS

- **Ragan's Social Media Conference** 2020
Video Presenter - "[Be prepared: Responding to PR crises in a 24/7 social media news cycle](#)"
- **Ragan Training** 2020
Featured Presenter - "[Viral Social Media Surge: Responding to Crisis in a 24/7 Social Media News Cycle](#)"
- **Ohio Northern University PRSSA** 2017
Guest Speaker - "What is Consumer PR?"

SKILLS

- **Technical Skills:** Agility PR, Asana, Basecamp, BusinessWire, Cision, Google Suite, Microsoft Office Suite, Slack, Sprout Social, Zoom
- **Professional Skills:** Agency Management, Brand Awareness, Client Relationship Management, Company Spokesperson, Contract Negotiations, Corporate, Marketing and Crisis Communications, Creative Brief Development, Data-Driven, Detailed-Oriented, Experiential Marketing and Events, Influencer Relations, Integrated Campaign Development, Media Monitoring and Analysis, Media Relationships and Paid Partnerships, Press Releases and Key Media Messaging, Project Management, Sponsorship Activations, Sports and Brand Ambassador Partnerships, Strategic Planning, Team/People Leader

EDUCATION

Heidelberg University Bachelor of Arts in Public Relations	Tiffin, OH
University of Akron Master of Arts in Arts Administration	Akron, OH

AWARDS

- **Ragan's PR Daily Awards**, Event Marketing Campaign, and Influencer Event - Category Winners 2019
- **Ragan's PR Daily Awards**, Media Event - Category Honorable Mention 2019
- **Reviewed.com CES Editor's Choice Awards**, Appliance & Cleaning - Winner 2019
- **Scotts Miracle-Gro Marketing Awards**, Product Innovation - Winner 2019
- **Scotts Miracle-Gro Marketing Awards**, Product Innovation - Nominee 2017
- **Scotts Miracle-Gro Marketing Awards**, Non-Product Innovation - Winner 2016
- **PRSA Chicago Skyline Awards** Award of Excellence, Consumer Products - Winner 2016
- **HSMIAI Adrian Awards**, Promotional Campaign Category - Gold Winner 2011
- **HSMIAI Adrian Awards**, PR Campaign Category - Silver Winner 2010