

KIMBERLEE VALVICK

DIRECTOR OF COMMUNICATIONS & BUSINESS OWNER

 360.223.2278

 Marysville, WA

 kimberleevalvick@yahoo.com

SUMMARY

Dedicated Director of Communications with nearly 15 years of experience covering external and internal communications. Known for exceptional organization, detail-oriented and prioritization skills while managing multiple concurrent projects.

SKILLS/SOFTWARE

- Adobe Creative Suite - Illustrator, InDesign, Photoshop, Dreamweaver, Acrobat Pro, Bridge, iMovie
- Microsoft Office Suite - Word, Excel, PowerPoint, SharePoint, Planner, Admin
- Social Media Platforms - Facebook, Instagram, Twitter, Pinterest
- Website Design - WordPress, HTML5
- Email Platforms - Mailchimp and Constant Contact
- SketchUp - 3D Modeling Software
- Google Adwords Marketing and Analytics
- Basic IT Support

EXPERIENCE

Director of Communications / Imagine Children's Museum - Everett, WA

01/2007 – Current

- Manage Communications Department with (2) employees while delivering consistent job training, scheduling, reviewing and assigning daily, weekly and monthly tasks.
- Managed multiple projects and tasks simultaneously while managing expectations.
- Budgets the departments expenses for marketing materials and other advertisement
- Assist in internal documents such as department manuals and provide input on different changes to policies and overall culture
- IT support and liaison between the Museum and outsourced IT firm
- Assist with grant planning and data analysis
- Oversees tourism grant funding and marketing - print, social media and electronic
- Creates community partnerships and co-marketing opportunities to expand awareness of the Museum
- Works with the Capital Campaign Expansion Team in building print materials + SketchUp layouts
- Website development, management, maintenance of our blog, online store, and website
- Oversees the organization’s electronic and internet related communication development, maintenance, and evaluation – Enews, community calendars, social media, TV, website, and radio ad designs
- Design, development, and production of internal and external communications –newsletter, marketing materials and advertising projects + position materials in the communities
- Plan and design Museum internal/external exhibit and marketing signage
- Manage all Communication Department operations, strategic, financial, quotes/bids, and administrative
- Marketing material inventory and storage maintenance

Owner/Designer / CK Paper Designs

01/2007 - Current

- Manage and design projects from concept through completion
- Business Marketing - Google Adwords, website, vendor networking, print design, and tradeshow/tours
- Work closely with clients/vendors to create vision, conceive designs, and consistently meet deadlines and project requirements
- Manage all business operations, strategic, financial, quote/bid, and administrative functions

EDUCATION

Everett Community College

06/1995

Associate Arts Degree: Graphic Design Program

LEADERSHIP

- Imagine Children’s Museum Leadership Team
- Imagine Children’s Museum Emergency Response Team
- Imagine Children’s Museum Succession Team
- City of Everett LTAC (Lodging Tax Advisory Committee) Member