**Kimberly Anne Keith**

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**Objective**

I seek a position that demands excellent written and verbal communication skills.

**Education**

Bachelor of Arts, English, Arizona State University, May 2011, 3.94 GPA

Minor, Psychology, Arizona State University, May 2011, 3.94 GPA

**Experience**

SEO Specialist/Marketing Project Coordinator, Instant Increase (November 2011-Current)

* Administration and Management Tasks Including, But Not Limited To:
  + Payroll
  + Scheduling
  + Webinar Creation
  + Document Creation
  + Back Office Management
  + Human Resources Management
  + Task Delegation to a Team of 17 Subordinates
  + Large Project Management
  + Ordering/Shipping/Receiving
  + Coordinating Task Delegation for Multiple Outsourced/Freelance Workers
* Article Writing/Editing
* Press Release Writing/Editing/Syndication
* Solo Advertisements
* Banner Advertisements—Generation and Placements
* Classified Advertisement Writing/Placement
* Copywriting and Anchor Text Creation
* Copy Editing
* Lead Capture Page Design/HTML Coding
* Web Design
* HTML/CSS/PHP Editing and Troubleshooting
* Video Production and Editing
* Audio Production and Editing
* Transcription
* Graphic Design
* Social Media Marketing
* Lead Generation
* Planning and Execution of Drip Market Campaigns
* SEO/SEM Enhancement
* Customer Service
  + Information Gathering
  + Profile Setup
  + Client Walkthroughs
  + Project Troubleshooting
  + Loss Prevention
  + Compliance Testing
  + Complaint Processing

**Software Used: Photoshop, Dreamweaver, After Effects, Lightroom, Edge, InDesign, Muse, Premier, Illustrator, Fireworks, Jing, Acid Pro, Microsoft Office, Desktop Author, PDF to EPUB, Dragon Naturally Speaking, Audacity, Scrapebox, XRumer, DVD Architect, EchoSign and Wave Pad**

Social Media Specialist, Digital Air Strike (September 2011-November 2011)

* Social Media Networking/SM Site Maintenance/SM Marketing

Including, but not limited to: Facebook, MySpace, Bebo, FriendFeed, Google Buzz, LinkedIn, Orkut, YouTube, Vimeo, Daily Motion, Flickr, Photobucket, Picasa, Metacafe, Veho, Yahoo Video,

Squidoo, Google Profile, Brightkite, Foursquare, Gowalla

* Blog Maintenance

Including, but not limited to: Blogger, Posterous, Tumblr, Wordpress, Yahoo Meme

* Micro-Blogging

Including, but not limited to: Identi.ca, Twitter, Plurk, Jaiku

* Social Media Platform Creation and Integration
* Review Site Monitors:

Bing Local, Complaints Board, City Search, Google Maps, Insider Pages, Kudzu, Merchant Circle, Ripoff Report, Super Pages, Yahoo Local, Yellow Pages, Yelp, Edmunds, DealerRater, Cars.com

* Copywriting and Anchor Text Generation

Freelance Writer/Editor/Internet Marketing Manager , private contractors (August 2010-Current)

* Copywriting
* Provided freelance articles for several companies
* Grant writing
* Ghostwriting
* SEO/SEM
* Image content management (Photoshop, Jing, Sony Vegas Pro 11)
* Fact checking
* Research
* HTML
* Platform Creation
* Design and Execution of Traditional and Internet-Based Marketing Techniques
* Technical Writing
* Business Writing

Associate Poetry Editor (Volunteer), Hayden's Ferry Review (March 2010-April 2011)

* Processing electronic submissions
* Proofreading
* Line Editing
* Poetry analysis
* Form analysis
* Accepting/rejecting submissions

Internship, Piper Writer’s House/Hayden’s Ferry Review (January 2010-March 2010)

* Transcription of audio files
* Generation of Excel spreadsheets
* Blog maintenance
* Logging and coding hardcopy submissions

**Awards and Honors**

Paradise Valley Community College

* Student Recognition Award, Ambassador (2006)
* Phi Theta Kappa Induction (2006)
* Gina Kranitz Scholarship Award (2007)
* The National Dean’s List (2006-2007)

Arizona State University

* Golden Key International Honour Society Induction (2008)
* The National Scholars Honor Society (2009)

Employment Awards

* Employee of the Month
  + November 2012
  + February 2013
  + June 2013
  + August 2013
  + January 2014

**Projects**

*Research Methods*

Designed and executed a psychological study entitled “The Objective Effect of Physical

Disability” based upon extensive research after obtaining written consent from an IRB

board. Compounded statistical data using SPSS, reported the analysis of all collected

information and edited photographs for use in the study with Adobe Photoshop.

*Memory and Cognition*

Designed, executed, and presented a psychological study entitled “Kinetic Effects on

Information Retention”. Involved research and analysis, data collection, random

sampling techniques, data analysis using SPSS, video editing with Pinnacle Studio and After Effects,

document generation with Microsoft Word, team collaboration, and creation of a visual

presentation with imbedded video images using Microsoft PowerPoint.

**Related Extracurricular Activities**

* *Paradise Valley Community College Ambassador* (2006-2007)

Duties included: Campus tours, public speaking at Student Orientations and other events,

leadership and mentoring.

* *Paradise Valley Community College Anthropology Club President* (2004-2006)

Duties included: Contacting businesses and individuals for various causes, organizational projects, meeting minutes, generating public relations materials.

* *Arizona State University’s Obama Scholars Peer Mentoring Program* (Fall2009-Spring 2010)

Duties include: Ensuring the success of a Freshman mentee through one-on-one

meetings, activities and support.

* *Arizona State University’s Cannon Leadership Program* (Spring 2010)

Duties include: Regular attendance of leadership seminars and the organization and

execution of a student-focused group project.

* *Arizona State University’s College of Liberal Arts and Sciences Ambassador* (Spring 2010)

Duties include: Individual and group project coordination, various leadership activities

and program facilitation.

**Conferences**

The National Undergraduate Literature Conference (2010)

Desert Nights, Rising Stars (2011)

The National Undergraduate Literature Conference (2011)

Western States Rhetoric and Literacy Conference (2011)

Desert Nights, Rising Stars (2013)

**Presentations**

The Brown Bag Series, Arizona State Poetry Society (2011)

Merj Literary Review, Public Poetry Reading (2011)

East Valley Poets Series, Arizona State Poetry Society (2011)

**Literary Publications**

* LUX Undergraduate Creative Review (2010) “You Stay Alive in Art” \*\*
* Death Head Grin (December 2010) “You Stay Alive in Art (How the Death’s Head Moth Gets Its Mark)” (Reprint)
* The Houston Literary Review (June 2010) “Insomnia”
* Barrier Islands Review (July 2010) “Sonoran Song”
* Mad Swirl (June 2010) “Too Far, Too Long Gone (Methadone and Schizoid Personality Disorder)”
* Amphibi.us (July 2010) “Obsession”
* High Coup Journal (August 2010) “In Need of Salvation (and a Podiatrist)”
* High Coup Journal (August 2010) “Forgotten” \*\*
* High Coup Journal (August 2010) “Taste Test”
* Skive Magazine (August 2010) “Forsaken”
* Fissure Magazine (November 2010) “Lunaticks”
* Schlock Magazine (September 2010) “Farewell, Santiago”
* Blue Print Review (August 2010) “Dual Track Mind”
* The Legendary (August 2010) “You Gotta Live it to Play it Right”
* The Centrifugal Eye (August 2010) “A Key to Locks”
* Gutter Eloquence Magazine (September 2010) “Shish Kebob”
* LIES/ISLE (October 2010) “Fuse”
* Death Head Grin (December 2010) “Parasitic Predation”
* Halfway Down the Stairs (September 2010) “Pebble Round”
* Mad Swirl (August 2010) “It’s Only Crazy If You’re Caught”
* Phati’tude Literary Magazine (2011) “You Stay Alive in Art (How the Death’s Head Moth Gets Its Mark)” (Reprint)
* Phati’tude Literary Magazine (2011) “Global Recession”
* EMG Zine (September 2010) “Asking Lenore How to Write”
* Valent Range (2011) “Galileo’s Sleep”
* Mad Swirl (November 2010) “On the Edge of Awake”
* Mad Swirl (November 2010) “Varying Degrees of Marginalia”
* Mad Swirl (November 2010) “This is Killing Me”
* The Van Gogh Complex (November 2010) “On Fire”
* The Van Gogh Complex (November 2010) “It’s Only Crazy If You’re Caught” (Reprint)
* The Van Gogh Complex (November 2010) “Van Gogh Over My Shoulder”
* Kerouac’s Dog Magazine (February 2011) “Invocation: A Tribute”
* Puffin Circus (December 2010) “Weber State Snow Seraph”
* Puffin Circus (December 2010) “On Finding My Grace in the Snow”
* Willows Wept Review (January 2011) “Mortal Combat”
* Heavy Bear (December 2010) “Waltz Before Supper”
* Heavy Bear (December 2010) “Inspiration”
* Heavy Bear (December 2010) “Raven”
* Heavy Bear (December 2010) “Local Art Flatters Women Made in Indonesia (and Worldwide)”
* Heavy Bear (December 2010) “In Autumn”
* Ann Arbor Review (2011) “Nurture vs. Nature”
* Short, Fast, and Deadly (July 2010) “Crude Truth”
* Short, Fast, and Deadly (September 2010) “Seventh Sense”
* Technology Entrepreneurship: Creating, Capturing, and Protecting Value (2010)—

Drafted the original case study and discussion questions for chapter 8 (Nonfiction)

* Dark Eclipse, Dark Moon Books (March 2012) “Notice of Intent”
* Frightmares! Anthology, Dark Moon Books (November 2011) “Serial Killers Don’t Pay Membership Dues”
* Breath and Shadow (2012) “Black Marks on a Driveway: Daddy’s Home”
* Breath and Shadow (2012) “Hunger Strike”
* Death Head Grin Anthology #2 (July 2012) “Façade”

**Special Literary Distinctions**

* Mad Swirl: Featured Author with a Dedicated Webpage
* The Van Gogh Complex: Featured Author with a Dedicated Webpage
* Heavy Bear: Featured Author for issue #7
* Poets & Writers: Author’s page listing

\*\* Award Winning Work