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KEVIN ALIMIA

PROGRAMS

Microsoft Office, Google Documents, JIRA/Confluence, Salesforce, Smartsheets, Airtable, ProofHQ/Workfront, Asana, Wordpress, HTML/CSS, Adobe Creative Suite

EXPERIENCE

Lexipol, Plano TX — NOV 2018 - PRESENT

Customer Success Manager

- Manage post-sale initial onboarding of advertisers, setting up marketing campaigns across all properties
- Provide client training to improve utilization of campaign elements and use reporting features detailing program performance
- Improve retention with regular check-in calls, renewal discussions, and impromptu health checks while tracking account health to identify cancellation risk and actively working to eliminate risk
- Provide highly-responsive product, technical and creative support
- Analyze campaign performance metrics and develop recommendations based on data insights for optimization
- Maintain a system for organizing all client deliverables and ad placement dates, ensuring campaigns run smoothly and nothing is missed
- Contribute to internal product discussions, identifying product issues and translating customer performance and feedback into actionable insights and feature ideas

McCann Worldgroup, Detroit/Birmingham MI — FEB 2017 - NOV 2018

Account Executive - Automotive/Brand (Chevrolet)

- Oversee and execute project management needs on the account - including coordination of internal resources, project initiation, gathering product information, management of budget and timelines, management of the production process, Client/internal approvals, management of revisions, accuracy and quality of Agency product, creative trafficking approvals
- Manage digital and print creative/production process from beginning to end, including client reviews and internal coordination
- Oversee the production and trafficking of broadcast TV and radio initiatives
- Keep Client and account team updated on the status of account activities, responsible for updating client status reports
- Agency contact for all Chevrolet brand, sedans, small cars, and electric vehicle questions

Account Executive - Print/Retail (ALDI)

- Coordinate with corporate and divisional clients to manage creative development and production of ALDI weekly print inserts and run of press materials for general markets
- Track and maintain product packaging for weekly print initiatives and grand opening marketing inserts to ensure all items are current
- Daily tracking and implementation of all updates received via email and ProofHQ, creating documentation to verify all items' names, codes, descriptions, retails, and images being used are correct and up to date
- Work closely with assigned divisions leading up to the shipment of ads to address any possible issues and alternate retails

Account Executive - Digital (ALDI)

- Responsible for upkeep of the website, creation of weekly newsletter, and management of ad hoc project cost estimates
- Coordination of creative product and implementation of weekly newsletter; including creative development, production build of HTML emails, client review and approval, and scheduling of newsletter distribution
- Conversion of print ad insertions to online representation, working with product manager, asset management team, and clients to ensure all products are properly displayed and described on the website, reviewing all updates once made to verify they were published without bugs
- Tracking of all store grand openings, ensuring store details are displayed on the website and announcement emails are produced/scheduled

TurboSquid, New Orleans LA — APR 2011 - OCT 2016

Associate Producer

- Agile management of multiple projects with an emphasis on improving efficiency, detailed tasking, and delivery
- Helped to streamline, test, and document the submission pipeline for new business, PixelSquid, playing a major role in site's launch
- Created onboarding documentation for both new vendors and employees, helping to get them into the PixelSquid environment
- Managed the quality assurance pipeline, supervising a team of 8 tasked with ensuring the technical and visual quality of content uploaded
- Responsible for ensuring timelines were met, employees received proper training, and coaching team members when necessary

Graphic Designer

- In charge of redesigning weekly newsletter to better appeal to a design focused audience
- Weekly generation of newsletter layout, content selection, and copy
- Redesigned ad banners to easily show off PixelSquid's unique product

Additional Roles at TurboSquid

- Assistant Technical Artist (3D)
- Member Services Agent

EDUCATION

ITT Technical Institute, St. Rose LA — A.S. in Visual Communication - Graduated with Honors