

David Gilmore

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RELEVANT SKILLS

User Experience

Design Software (Adobe XD, Figma, Photoshop)
Data Visualization (Google Sheets, Data Studio)
Project Management (Jira, Basecamp, Trello)
Research Software (Survey Monkey, Lookback)

Software

Microsoft Suite
Adobe XD
Adobe Photoshop
Figma
FileMaker Pro
Canva

Additional Skills

SQL
Product Development
Agile Methodology
Go-to-market strategy

LEADERSHIP

Random House Children's Books

M&P DEI Creative Review Subcommittee Chair
RHCB Inclusion Partner (DEI conversation facilitator)
Lorax Committee (Green) Outreach Co-chair
Marketing & Publicity DEI Steering Committee

Study Abroad Program

Japan Study Abroad Ambassador
Event Coordinator

EDUCATION

Denver Publishing Institute

Graduate Publishing Certificate Program

University of North Carolina Wilmington

Bachelor of Arts, International Studies, Globalization
Bachelor of Fine Arts, Creative Writing, Fiction
Certificate in Publishing

Japan Study Abroad

Study Abroad, Japanese Language & Culture

Additional Certifications

Google Project Management Professional Certificate
Google UX Design Professional Certificate

WORK EXPERIENCE

Random House Children's Books

August 2019–Present

Marketing Associate – (August 2022–Present)
Marketing Coordinator (Aug. 2019–July 2022)

- Develop marketing campaigns for 50+ titles and consumer programming going to market each year
- Identify product audience, campaign goals, and success metrics for regional and national promotions
- Define the yearly board book roadmap and strategy, including advertising, promotions, retail, and production
- Write copy for print and online advertising, promotional materials, and downloadable content
- Partner on projects with the Design and Production teams to create physical displays, account-specific orderables, and bookstore event materials
- Engage with consumers at trade shows while conducting booth activations, customer experience surveys, and competitive research
- Maintain team budget of over \$5M, conduct quarterly reforecasts, and process invoices and productions orders
- Act as the point of contact for all indie bookstore partnerships and ideate ways to overcome consumer-interaction pain points through specialized indie offerings
- Lead the development of division-wide DEI efforts, such as corporate training facilitation, seasonal marketing campaign reviews, and integrating conscious language norms
- Create and present brand decks and product briefs to stakeholders, answering questions and integrating feedback

Barnes & Noble

December 2018–July 2019

Marketing Coordinator

- Implemented a streamlined process for departments to identify product priorities and business needs to the marketing team
- Collaborated with the Design team on photo shoots, creative design, and communicating with vendors for product samples
- Partnered with the merchandising groups, sales force, and membership team to ensure campaigns aligned across department priorities
- Conducted consumer research to inform membership acquisition strategy, member rewards system, and Barnes & Noble credit card promotions

Children's Book Council

September 2017–November 2018

Marketing Assistant (Jan. 2018–November 2018)
Marketing Intern (Sept. 2017–Dec. 2017)

- Reorganized the Children's Book Council newsletter process and email list for better member outreach and acquisition
- Worked with partner publishing houses to donate children's books across categories to schools, libraries, juvenile detention centers, and assorted charities
- Contacted libraries, schools, and convention centers about upcoming trade shows and events to pitch panels, partnerships, and speakers
- Supported CBC events, such as the annual Silent Art Auction, Early Career networking parties, and the Diversity Committee discussions
- Developed relationships with key decision makers for trade shows, conferences, and award venues

W.W. Norton & Company

February 2018–May 2018

Editorial & Marketing/Publicity Intern

- Constructed infographics to demonstrate backlist and frontlist title content and promote on our social media platforms
- Built print and digital advertisements on Photoshop, Indesign, and Illustrator following the corporate style guide
- Designed promotional materials to use at conventions and educational shows such as pamphlets, posters, bookmarks, and more
- Pitched media outlets for book reviews, author interviews, and editorial features discussing frontlist title content