

# KIMBERLY THOMPSON

100 Garfield Street  
Watertown, MA 02472  
617 480 6176  
kimberly@kimberlythompson.com

## EXPERIENCE

---

### Director of Marketing and Online Operations

Sonicbids Corporation ([www.sonicbids.com](http://www.sonicbids.com))

Boston, MA – September 2002 to November 2006 (Fulltime) to Present (Marketing Advisor)

Managed all aspects of marketing and online strategy for an award-winning, industry-leading online service that connects bands with music promoters.

- **Brand Management:** Developed and insured brand consistency and company voice across all media.
- **Member Acquisition & Retention:** Oversaw member acquisition and member retention. Grew membership from 1,500 to over 100,000 members.
- **Revenue Growth:** Identified and executed on multiple revenue streams. Grew annual revenue from \$40,000 to \$5,000,000. Expanded international revenue from zero to 20% over 4 years.
- **Marketing Budget:** Managed overall marketing budget including online presence, ad purchasing, tradeshow presence, email marketing, sales collateral and swag.
- **Grass Roots Marketing:** Developed and implemented grass roots marketing plan to gain presence in regional, national and international markets.
- **Travel and Tradeshows:** Oversaw domestic and international tradeshow presence in North America, Europe and Australia. Extensive domestic and international business travel was required.
- **Email Marketing:** Planned and executed international, domestic, regional and targeted member and non-member email marketing campaigns, including daily alerts, newsletters, quick tips and surveys. Over 1.5 million emails sent per month.
- **Business Development:** Conceived and executed strategic business development and branded entertainment partnerships with companies including Virgin Mega Stores, Zippo Lighters, Jeep and numerous festivals and publications worldwide.
- **Product Management and User Experience:** Oversaw design and development of company website from concept to production including product interface, member support system, community tools, and sales and business development applications. Researched, recommended, and deployed third party applications as needed.
- **Staff Management:** Developed, managed and provided direction to internal staff and external freelancers and contractors.
- **Executive Team:** Attended and contributed to executive team meetings. Established yearly goals and team objectives as well as marketing strategy. Briefed team with campaign and product development updates.

Awards include: #5 in the 2005 Fast Company, Fast 50; #88 in the 2007 Inc. 500 Fastest Growing Private Companies in America

### **Director of Marketing**

Oasis CD Manufacturing ([www.oasiscd.com](http://www.oasiscd.com))  
Washington, VA — May 2001 to September 2002

Oversaw and managed brand and marketing strategy of second largest independent artist CD manufacturer in U.S.

- **Website Management:** Developed and executed online marketing strategy including website look and feel, online CD sampler program and online instant quote application. Worked in tandem with project managers and sales force to ensure tangible results of online marketing campaigns.
- **Business Development:** Identified prospective marketing partners. Negotiated and managed all related agreements.
- **Email Marketing:** Managed content and creation of bi-monthly email communication and all automated email messaging.
- **Tradeshows and Travel:** Represented company at domestic industry tradeshows and conferences.

### **Digital Media Designer**

Outpost.com ([www.outpost.com](http://www.outpost.com))  
Kent, CT — March 1999 to November 2000

Conceptualized and designed all in-house online and print advertising and marketing campaigns.

- **Print Design:** Developed and designed marketing collateral and print advertising.
- **Online Advertising:** Conceived and produced seasonal and demographic-driven online banner ad campaigns. Built online advertising toolkit for affiliate program.
- **Brand Management:** Managed Outpost.com branding and logo usage.
- **User Experience:** Designed user interface and coordinated production of co-branded online vendor stores, vendor sponsored contests and giveaways.

### **Associate Professor, Advertising Design**

James Madison University ([www.jmu.edu](http://www.jmu.edu))  
Harrisonburg, VA — 1997

Developed a program in which 300 level advertising students worked in a "real world" environment designing advertising and marketing packages for area businesses.

## **E D U C A T I O N**

---

Syracuse University, BFA, School of Visual and Performing Arts 1996  
Study Abroad, Florence Italy

## **S K I L L S**

---

**Proven Proficiency in:** Adobe Photoshop, Adobe GoLive, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, HTML, Macromedia Fireworks, Macromedia Dreamweaver, Microsoft Office, Microsoft Powerpoint and QuarkXpress

## **I N T E R E S T S**

---

Running, Triathlon, Music, Art and Travel. Recent athletic highlights include:

- 2007 - Mt. Pisgah Trail 50k (2nd Woman Overall), Hyannis Half Marathon, New Bedford Half Marathon
- 2006 - Berlin Marathon, Marine Corps Marathon
- 2005 - Ironman Lake Placid, Mooseman Half Ironman