

# KIMBERLY CLARY

## CONTACT

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## EXPERIENCE

### SENIOR MEMBERSHIP & MEETING SPECIALIST

CIVICA MANAGEMENT | APR 2017 - JUN 2018

DENVER, CO

- Maintained websites and databases for five nonprofit associations
- Launched two new websites as part of the client on-boarding process
- Executed marketing plans for 30+ events between five clients
- Created content for weekly emails and daily social media posts across three industries, including healthcare, education, and consumer services
- Designed print and digital materials to promote event attendance and membership growth
- Provided guidance to membership team and conducted training with new hires

### FUNCTION & EVENTS ASSISTANT

GLOUCESTER PARK | OCT 2016 - JAN 2017

PERTH, WESTERN AUSTRALIA

- Built relationships with clients by demonstrating consistency from the initial lead follow up through the wrap up meeting
- Collaborated with marketing and grounds teams to brand each event
- Provided on site support for outdoor events with up to 8,000 patrons
- Drafted event and risk management plans for City review

### RANCH AMBASSADOR

THE RANCH AT ROCK CREEK | APR 2015 - SEP 2016

PHILIPSBURG, MT

- Engaged future guests by initiating first contact, determining their needs, and developing unique itineraries for each individual
- Performed site tours with sales manager and group contact
- Kept detailed records in the property management system
- Communicated event details with internal staff through BEOs, group resumes, and weekly meetings

### PUBLIC RELATIONS INTERN

SMAK STRATEGIES | AUG 2014 - DEC 2014

BOULDER, CO

- Compiled and maintained media lists using CisionPoint
- Pitched potential ambassadors and created information packets
- Tracked program reach and success
- Promoted multiple brands on social media using Sprout Social
- Drafted press releases

## EDUCATION

### FULLSTACK FLEX CERTIFICATE

UNIVERSITY OF DENVER | 2018

### BACHELOR OF ARTS, MAJOR IN PSYCHOLOGY

### BACHELOR OF SCIENCE, MAJOR IN MEDIA STUDIES

UNIVERSITY OF COLORADO AT BOULDER | 2011 - 2014

GPA: 3.7

## SKILLS

HTML5

CSS3

PHP

JavaScript

jQuery

AJAX

React.js

MongoDB

MySQL