

KIM HOOGENBOOM

PROFILE

Results-driven creative expert with extensive experience in digital and print design, marketing, and project management. Proven ability to craft compelling visuals and narratives that drive engagement and brand loyalty. Adept at managing complex projects, leading cross-functional teams, and leveraging positive stories to achieve impactful results. Experienced in digital marketing, content creation, event planning, and market research. Seeking to contribute to a dynamic creative team.

EXPERIENCE

Marketing Director Gull Lake Marine & Carefree Boat Club Unsalted Lakes - *2021-present*

- Led marketing initiatives across four locations, selling nine brands and producing visual content for digital and traditional channels.
- Built seasonal strategic plans with a \$600,000+ budget with monthly dashboard analysis monthly and year-over-year.
- Implemented customer satisfaction initiatives, reputation, and market share research.
- Restructured the websites, ensuring alignment with brand image and strategic intent.
- Utilized digital marketing tools and techniques, including Google Ads, Analytics, and various social media platforms. Quoted, designed, and installed signage and promotions to enhance brand visibility and engagement.

Project Manager/E-commerce Analyst/Marketing Manager Leaders RPM - *2013-2021*

- Grew sales leads by 20%+ year-over-year by identifying targeted marketing campaigns.
- Drove growth e-commerce revenue growth by more than 30% annually through SEO, SEM, email marketing, and seasonal campaigns.
- Managed many marketing projects, promotions, and advertising campaigns, translating complex ideas into compelling visual solutions.

Designer/Project Manager/Quality Assurance Maestro - *2008-2013*

- Managed medical, healthcare, food, beauty, entertainment, and clothing sales training for high-profile clients like Facebook, Dannon, Zimmer-Biomet, Stryker, & Philosophy.
- Delivered strategic solutions, wrote proposals, developed concepts within brand guidelines, explained complex techniques with storytelling, and ensured QA testing.
- Built strong business partnerships and provided training on multiple platforms.

Graphic Specialist in Packaging Design & Development Dept., Pfizer Pharmaceuticals contracted through Manpower Pro - *2006-2008*

- Coordinated packaging changes and site transfers for multiple Pfizer-regulated products, ensuring compliance with global market requirements.
- Collaborated with global markets to revise and approve Bill of Materials (BOM) documentation for regulated medications.

Senior Graphic Designer/Magazine Art Director TNG Worldwide - *1995-2006*

- Developed creative themes, layouts, and ads for a bimonthly B2B magazine.
- Supervised teams to produce extensive catalogs, promotions, and advertising.
- Staged and photographed products and retouched makeup, nails, and skin tone.
- Delivered custom visuals, brand guides, packaging solutions, and product promotions, ensuring cutting-edge design solutions aligned with current trends.

Freelance Designer KimStudio LLC - *2007-present*

- Delivered custom visual and marketing solutions for small businesses, focusing on client needs and maximizing ROI through design and communication strategies.

WORK SKILLS

Visual Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, more)
Project Management: Strategic planning, resource management, cross-functional collaboration, budgets
Content Creation: Storytelling, digital and print design, promotional material development
Technically Proficient: Microsoft Office (Excel, Word, PowerPoint), Google Drive (Sheets, Docs, Slides, Forms) and Shopify and Big Commerce

EDUCATION

Bachelor of Arts (BA) - **Fine Arts**
with an emphasis in Graphic Design
Michigan State University, 1993

Bachelor of Arts (BA) - **Advertising**
Michigan State University, 1993

ADDITIONAL LEARNING

Gallup StrengthsFinder – Learning, Achiever, Arranger, Responsibility, Maximizer
DISC: (S) Steady Relater Producer and (C) Cautious Thinker Administrator
16 Personalities: ENFJ - Protagonist
Six Sigma – Green Belt
Additional Training: Kaizen Events, ISO development, BOM, SOP, and SOWs

INTERPERSONAL SKILLS

Creative, Collaborative Teammate, Enthusiastic, Detail-Oriented, Effective Communicator, Self-Motivated, Resilient, Adaptable, and Supportive Mentor, Key Observer