



KIMBERLEE RAYMOND

DIGITAL MARKETING LEADER

CLIENT EXPERIENCE

E-commerce Fashion
Health & Wellness
Subscription D2C
Entertainment
Furniture
Franchisee Management
New Brand Launches

KEY ACCOMPLISHMENTS

- Launched two separate e-commerce brands from website launch to over \$100 million in annual revenue.
- Won "Leader of the Year" agency award in 2020 and 2021
- Partnered with colleagues to develop and rollout agency-wide client onboarding process
- Developed custom MMM product in partnership with Product team.
- Built and launched a proprietary attribution model in partnership with Data Science team.

CERTIFICATIONS

Google Analytics
Google Adwords Fundamentals
Google Adwords Search Advertising
Google Adwords Display Advertising
Google Adwords Video Advertising
Google Adwords Mobile Advertising
Google Adwords Shopping Advertising
Bing Ads Accredited
Facebooks Ads Certified
Hubspot Certifications
Udemy SQL Certification

EDUCATION

UCLA | Class of 2013

WORK EXPERIENCE

WPROMOTE

SENIOR GROUP DIRECTOR | Mar 2021 - Present

- Responsible for retention and growth of largest enterprise customers totaling over \$100 million in annual ad spend.
- Management of team of 4 direct reports and associated book of business of \$12 million a year in agency revenue.

GROUP DIRECTOR | Feb 2019 - Feb 2021

- Responsible for retention and growth of largest enterprise customers.
- Management of 4 direct reports and associated book of business over \$8 million a year in agency revenue.

SENIOR ACCOUNT DIRECTOR | Jan 2018-Jan 2019

- Responsible for managing a book of business in excess of \$2 million per year in agency revenue and leadership within the department.

ACCOUNT DIRECTOR | Jun 2016 - Dec 2017

- Coordinated strategy and execution of cross-channel digital marketing initiatives across Paid Search, SEO, Social, Email, Creative, and Marketing teams.
- Proactively lead account planning process with executive stakeholders to establish mutual performance goals.

SENIOR ACCOUNT MANAGER | Jun 2015- May 2016

- Responsible for developing and conducting department training.
- Client-facing management (SEO, PPC, Paid Social) of over 30 small to medium sized businesses.

ACCOUNT MANAGER | Apr 2014 - May 2015

- Client-facing management (SEO, PPC, Paid Social) of over 30 small to medium sized businesses.

HIGHLY RELEVANT

MARKETING MANAGER | Jul 2012 - Mar 2014

- Executed social media marketing (Facebook, Pinterest, Google +, Twitter) including creating messaging for clients in the entertainment and e-commerce verticals.

UCLA MARKETING

SOCIAL MEDIA ASSISTANT | Jul 2012 - May 2013

- Daily management of the official UCLA social channels.

APPLE

CAMPUS REPRESENTATIVE | Aug 2010 - Dec 2012

- Positively affected sales for \$10 million on campus each year for over two years.
- Created and maintained 20 partnerships with individual campus organizations and departments.