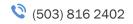
KIM GAUBE

★ kgaube@gmail.com



SKILLS

Adobe CC InDesign, Illustrator,

Photoshop

MS Office Word, PowerPoint,

Excel, Outlook, SharePoint

Social Media Hootsuite, LinkedIn,

Twitter, Facebook

Email Pardot, Concep,

MarketVolt

Web HTML, CSS,

WordPress, Sitecore

EDUCATION

Bachelor of Arts, English Santa Clara University, June 2003

Associate of Arts, Graphic Design, with Honors

Art Institute of Portland, June 2009

Content Marketing Certificate
HubSpot, Issued December 2018
(Expires December 2020)

AWARDS

Employee of the Year

Cushman & Wakefield of Oregon, Inc. February 2015

Marketing Achievement Awards
Association of Accounting Marketing

- Single Print Ad, 2009
- Recruiting Campaign, 2009

ORGANIZATIONS

C&W Future Leaders (CWFL)

- National Leadership Council, April 2015 – January 2019
- Portland Chapter Point of Contact, 2013 – 2018

AIGA

- Member since 2006
- Board Member, Programming July 2016 - May 2017

EXPERIENCE

CUSHMAN & WAKEFIELD, INC.

Marketing ManagerApril 2015 - March 2020Senior Marketing AssociateApril 2013 - April 2015Marketing AssociateMay 2012 - April 2013

Provide B2B marketing solutions and creative direction for Cushman & Wakefield's Valuation & Advisory (V&A) Americas service line, comprised of 600+ professionals in V&A's 6 service lines and 17 industry practice groups.

- Develop marketing strategies to promote key business initiatives.
- Position appraisers as thought leaders through strategic communications, increasing blog production by 200% over the past year.
- Implement a content editorial calendar and distribution plan to attract a qualified audience to our owned properties (including blog posts, whitepapers, reports, infographics, etc.).
- Manage V&A's social media profiles and presence to boost brand awareness, engagement, and thought leadership.
- Create and maintain online V&A marketing materials library for sales enablement, maintaining brand standards and consistency.

KIM GAUBE DESIGN

Owner

July 2010 - February 2014

Provided marketing and design solutions for clients, including brand identity, web banners and graphics, collateral and print invitations. Clients included marketing companies, a wealth management company, an energy company, an engineering firm, and an accounting firm.

PERKINS & COMPANY, P.C.

Marketing Manager Marketing Coordinator July 2008 - July 2010 July 2005 - July 2008

Managed the marketing, creative and practice development efforts for Perkins & Co, including development of a strategic marketing plan, management of a six-figure annual budget, and supervision of the Marketing Coordinator.

- Managed the successful rebranding of Perkins & Co by working with outside agencies and internal stakeholders.
- Developed and led a successful firm-wide practice development program. In a 10-week period, we received 77 new opportunities for business and logged more than 100 instances of expanded services to existing clients.
- Integrated new technologies, including the redevelopment of the company website, implementation of social media plan and policy, maintenance of company intranet, and execution of email marketing.

OREGON PUBLIC BROADCASTING

Marketing Associate Marketing Assistant August 2004 - March 2005 October 2003 - August 2004

- Developed press releases, direct mailing campaigns and e-mail marketing to promote OPB programming to press and other public broadcasting stations.
- Coordinated successful events to promote OPB programming to other national public broadcasting stations for syndication.
- Prepared entries for award shows such as the Emmy Awards and Peabody Awards.