

# KIM GAUBE

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☎ (503) 816 2402

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## SKILLS

<b>Adobe CC</b>	InDesign, Illustrator, Photoshop
<b>MS Office</b>	Word, PowerPoint, Excel, Outlook, SharePoint
<b>Social Media</b>	Hootsuite, LinkedIn, Twitter, Facebook
<b>Email</b>	Pardot, Concep, MarketVolt
<b>Web</b>	HTML, CSS, WordPress, Sitecore

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## 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)

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## 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

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## 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

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## EXPERIENCE

### CUSHMAN & WAKEFIELD, INC.

**Marketing Manager** April 2015 – March 2020  
**Senior Marketing Associate** April 2013 – April 2015  
**Marketing Associate** May 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** July 2008 – July 2010  
**Marketing Coordinator** 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** August 2004 – March 2005  
**Marketing Assistant** 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.