



KIMBERLY GOMES

CONTACT

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BEYOND THE OFFICE

Published author and professional speaker on poetry, memoir writing, and reclaiming your story through creativity and adventure travel.

Love Notes the Body
(Dancing Girl Press, 2019)

A Road of Her Own
(Red Light Lit Press, Fall 2025)

Former podcast host of
Soul on the Rise

STRENGTHS

- If you need strong, inspiring creative, I'm your gal. Seasoned in crafting conversion-driven copy for videos, ad campaigns, donor collateral, songs, journalism, podcasting, and more.
- Creative brainstorming & team vision-setting
- Often described as "strongest project manager at our org."
- Strategy and data-driven creation process
- Solution-oriented teammate
- Growth mindset approach
- Adaptive leadership style based on individual's learning style and needs

WORK EXPERIENCE

Associate Creative Director, Rocketship Education (Oct. 2019- present)

- Oversee website, copywriting, video production, and graphic design efforts, as well as manage a team of freelancers & the Creative Manager.
- Script and manage production of high-impact videos from scripting to post-production, two of which catalyzed \$4+ million in funding.
- Crafted billboard and landing page copy which built brand identity in new regions from the ground up.
- Led the product development and promotional collateral of a new web resource that brought 15,000 new users to the website over five months.
- Lead copywriting and design of donor-facing annual report.

Content Marketing Associate Manager, Room to Read (Nov 2016-Oct. 2019)

- Led organization's video production efforts via scripting, editing & filming
- Project managed digital campaigns, resulting in record-breaking conversions
- Manage editorial calendar and oversee a team of 10 writers
- Produce data-driven articles, videos, C-level speeches & social content
- Produced content to catalyze multi-million dollar donation deals
- Increased organization's year-over-year video output by nearly 50%

Web Producer, Sunset Magazine (March 2015- Jan 2017)

- Wrote home, garden & travel articles including one that was shared 7k times
- Created SEO-friendly digital content packages for Sunset.com

Staff Writer & SEO Copywriter, San Francisco Chronicle (Oct. 2010-Dec. 2013)

- Wrote rapid turn-around SEO copy and marketing collateral
- Managed workload of 3 roles by streamlining editorial systems
- Wrote weekly garden column while transforming a rooftop into a thriving, food-production space with no previous horticulture experience

EDUCATION

Women's Impact Alliance Leadership Program (Present)

Masters of Fine Arts in Creative Writing

San Francisco State University (2015-2018)

Bachelors of Arts in English, Minor in Women's Studies

CSU, Fullerton (2015 - 2018), Magna Cum Laude