







# KIMBERLY GOMES

## CONTACT

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## MANTRA

"Nothing worth having grew from a comfort zone."

## MY OBJECTIVE

Mission-driven writer and creative director looking to engage communities by sparking action through content that's respected for quality and known for creativity.

## STRENGTHS

- Exceptional writing abilities
- Creative brainstorming & vision
- Detail-oriented project management
- Strategy and data-driven creation process
- Psychology-driven storytelling
- Solution-oriented teammate
- Growth mindset approach
- Adaptive leadership style based on individual's learning style and needs
- Published poet and creative writer

## 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 & digital media associate.
- 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

### 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