



KIMBERLY GOMES

CONTENT STRATEGY & MULTI-MEDIA STORYTELLING

San Francisco, CA
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OBJECTIVE

Seasoned content strategist, copywriter, and video editor looking to engage audiences with inspiring, multi-media stories that are respected for quality and known for creativity.

MANTRA

Life begins at the edge of your comfort zone.

SKILLS

- Adobe Premier & Photoshop
- SEO & Google Analytics
- Wordpress, Drupal, Umbraco, Wix
- Writing & video production
- Asana

STRENGTHS

- Strong creative vision
- Project management
- Training creatives
- Solution-oriented leader
- Calm & positive perspective
- Psychology-driven storytelling

EXPERIENCE

Nov 2016 - Present

Content Marketing Associate Manager
Room to Read

RESPONSIBILITIES:

- Direct content marketing, thought leadership, and documentary efforts
- Lead organization's video production strategy via scripting, editing & filming
- Project manage digital campaigns, resulting in record-breaking conversions
- Provide creative direction to all thirty-party designers, writers & videographers
- Manage editorial calendar and oversee a team of 10 international storytellers
- Produce landing page copy, blogs, videos, C-level speeches & social content
- Produced content that catalyzed multi-million dollar donation deals
- Self-taught video editor who catapulted organization's visual storytelling offerings, increasing annual output by more than 50%

Jan 2013 - Jan. 2017

Sr. Editor & Features Writer
Homefolio Media

RESPONSIBILITIES:

- Managed editorial calendars for real estate magazines in three markets
- Innovated storytelling via advertorials, sponsored profiles & video scripts
- Improved team's output by providing developmental edits to novice writers

March 2015 - Jan 2017

Junior Web Producer & Travel Writer
Sunset Magazine

RESPONSIBILITIES:

- Wrote travel, home & garden articles including one that was shared 7k times
- Out-performed productivity goals ahead of deadline
- Created SEO-friendly digital content packages for Sunset.com

Oct 2010- Dec 2013

Staff Writer & SEO Copywriter
The San Francisco Chronicle

RESPONSIBILITIES:

- Wrote rapid turn-around SEO copy and marketing collateral
- Managed workload of three 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

May 2015 - Dec 2018

MFA, Creative Writing
San Francisco State University

Aug 2006 - May 2010

B.A., English Composition
California State University, Fullerton

AWARDS & ACCOMPLISHMENTS

Published Poetry Book, *Love Notes to the Body*
(Dancing Girl Press, 2019)

Fourth River Nonfiction Writing Fellowship
Chatham University 2014 & 2015

Keynote Speaker, Vision-Theory-Power Conf.
California State University, Fullerton 2010

JEVID English Scholarship
California State University, Fullerton 2008

INTERESTS

Cultivating supportive // Yoga // Outdoor // Travel // Creative writing
women's communities // Meditation // adventure // & film-making