

KIMBERLY RAMÍREZ

✉ kimberlyramirezmorales@gmail.com
🌐 kimberly-ramirez.wixsite.com/portfolio
in linkedin.com/in/kimberly-ramirez-09b241140

EXPERIENCE

Advertising Operations Assistant The Walt Disney Company

New York, NY
May 2021 — Present

- Managed accounts and maintained deals to steward agencies and increase ad dollars within the Disney Advertising Sales team.
- Processed over \$5 million of linear inventory across Disney XD, Disney Channel, and Disney Junior networks.
- Supported Sales Planners, Account Executives, Traffic, and Revenue & Yield Management teams to maintain strong relationships with children's toy brands at national advertising agencies.
- Planned and flighted campaigns for 50+ brands across Disney Kids networks and reported on KPIs.
- Resolved invoice discrepancies to further our network collection target to improve company cash flow.

Integrated Marketing Intern MTV/CMT/VH1 - ViacomCBS

New York, NY (remote work)
June — September 2020
February — April 2021

- Collaborated with ViacomCBS' biggest advertising partners to create co-branded advertising programs tied to MTV, CMT, and VH1's biggest events & shows, like the VMAs and CMT Awards.
- Responded to client RFPs by creating linear advertising programs and accompanying them with digital/social, influencer, and experiential add-ons.
- Worked cross-functionally with ad sales, show production, and social media teams to execute campaigns for clients like Toyota, P&G, Coca-Cola, Covergirl, Pepsi, 3M, and more.
- Acted as coordinator to P&G's Clearblue campaign in the 2020 VMAs and achieved the highest week of sales in 2020.
- Created internal & external materials, like marketing decks, social rollout calendars, and one-sheets.

Student Assistant Designer University of Florida Advancement

Gainesville, FL
January 2019 — January 2021

- Designed online educational modules, training videos, email marketing graphics, print field guide books, and office signage for approx. 320 UF Advancement employees.
- Executed print and digital marketing materials that contribute to the donation of \$2.9B to the University of Florida Foundation that have been successfully applied to more than two departments within UF Advancement.
- Implemented digital design skills and creativity to facilitate animations, video editing, and HTML work for designing a new e-learning/training hub website.

In-Theater Marketing Intern Paramount Pictures

Los Angeles, CA
May — August 2019

- Devised promotional and marketing guides to strengthen exhibitor and studio partnerships.
- Created ad web banners and social media assets for North America and Canada's top 30 movie circuits, like AMC, Regal Cinemas, and Cinemark Theatres, to promote Paramount Pictures in the top 50 DMAs.
- Populated Paramount's promotional landscape and competitive tracker with stats, including trailer placements, social media integrations, in-theater promotions, and other activations.

Designer of GatorEvals University of Florida

Gainesville, FL
November — December 2018

- Conceptualized & designed the logo for GatorEvals, the faculty evaluation system at the University of Florida used by +52k students.
- Collaborated with University leadership to research, produce, refine, and finalize the system's visual identity.
- Delivered an evergreen visual identity/branding guide, including the logo, color palette, typography palette, and correct logo usage guides.

SKILLS SUMMARY

Awards	Winner in the Undergraduate Advertising Campaigns capstone class
Skills	Ad sales, animation, basic HTML/CSS, branding, client acquisition, client communications, copywriting, social media strategy, logo design, media planning, organization, public speaking, research, typography, UX/UI, video editing, visual identity, writing
Programs	Microsoft Office (Word, PowerPoint, Excel), Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, InDesign, XD), Slack, Outlook email/calendar, Zoom, Google Suite, Google Analytics, Qualtrics, Hootsuite, Loomly
Languages	Spanish (fluent), English (fluent)

EDUCATION

BFA in **Graphic Design**
BA in **Advertising**



University of Florida, Gainesville, FL. GPA: 3.8
May 2021