

Kimberly Kachadoorian

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Profile

Seasoned professional with experience in marketing, website development, project management, product development and public relations. Excellent oral and written communication skills. Able to interact effectively with all levels of management and diverse populations.

Project Management	Public Relations	Technical Marketing
Product Development	Web Design	Benchmarking
Collateral Design	Social Media	Blogging
Budget Management	Knowledge of SOX & ISO	Multi-disciplined Team Player

Experience

Washtenaw Community College **Jan 2011 – Current** **Ann Arbor MI**
Part Time Evening Business Instructor

Simple job description – teach Principles of Marketing, Introduction to Business, and Business Communication – one class per semester

- Developing curriculum based on real life scenarios in conjunction with book content.
- Instructing students to think analytically, creatively and most importantly strategically.
- Creating a learning objective based test for Principles of Marketing for department use.

NetWorks Group Inc. **Feb 2011 – Jun 2014** **Ann Arbor MI**
Customer Service Manager

Simple job description – coordinated all insides sales, assisted with marketing efforts, and managed projects for engineering and sales staff.

- Managed inside sales efforts
- Created annual IT budgets for customers.
- Maintained a database to coordinate all customer contracts, serial numbers, service renewals, and vendor contracts.
- Created and proofread managed service contracts, statements of work (SOW), roadmaps, final testing research reports, and managed service monthly reports.
- Compiled contact lists for sales staff based upon results of email marketing efforts.
- Managed small and large projects for sales and engineering staff, ensured project was on time and in-line with SOW and in alignment with goals.
- Daily research and analysis for potential new customers, with pass-along data to sales staff.
- Created presentations for various industries regarding our product offerings.
- Executed contracts with printers and various vendors for advertising campaigns.

Hanson Inc.

Mar 2010 – May 2010

Maumee OH

Business Manager – client Best Buy

Simple job description - served as liaison between Hanson Team and Best Buy for interactive marketing projects.

- Created interactive marketing plan for client.
 - Included:
 - Social engagement opportunities
 - Marketing calendar for product launches and events
 - Website upgrades for NASCAR racers for Best Buy and their Insignia brand.
 - Ghost wrote blog post for Magic Johnson event in Harlem for client.
 - Arranged all travel for team for Harlem event.
 - Assisted in post shoot content selection from both A & B reels.
 - Video - <http://ow.ly/BoZM7>
 - Produced marketing suggestions based upon web and social analytics for client.
 - Used data captured with Omniture software.
 - Co-created marketing concepts for FIFA marketing for client.
 - Co-created a “fan or like” branded page on Facebook.
 - Generated monthly billing to multiple clients within Best Buy.
 - Completed QA on websites.
 - Wrote video proposal for client training event in North Carolina.
 - Created timing plan for global websites for client.
 - Created project plan for social monitoring of brand for client in Asia Pacific region.
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Adair Printing

Mar 2007 – Dec 2009

Dexter MI

Creative Project Manager

Simple job description - Directed and coordinated all marketing, PR and advertising activities. Developed programs to promote products and services as well as established ROI objectives.

- Trained staff and board members on opportunities from marketing metrics – specifically changing their target customer base to be more diversified
 - Educated self-publishing authors how to best sell their books.
 - Enabled the company to be compliant with new children’s book publishing regulations.
 - Familiarized clients with database driven integrated PURL (print/online combo) marketing campaigns and how to use data and metrics collected.
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IMSI – contracted to Ford

Nov 1999 – Jan 2006

Dearborn MI

Project Planner

Simple job description - created internal project management and marketing of new safety products (product development phase), and was PR lead for finalization of BoostAmerica! project.

- Managed multi-million dollar safety projects from concept to implementation.
 - Designed portals and intranet websites for new safety products and upstream vehicle teams for implementation on their product.
 - Maintained SOX and ISO compliance on all sites.
- Trained team on ISO standards, and software/cloudware used in our team projects.

- Instructed more than 1000 child restraint caregivers regarding proper installation of child automotive restraints (clinics, clinics with other vendors (insurance and non-profits), one-on-one sessions, and training classes)
- Wrote and received grant for child passenger safety from the State of Michigan.
 - Developed analysis and reported out to the State of Michigan with regard to use of grant money.
 - Segmented data anonymously by ethnicity, economic background, number of children, number of child restraints, and our ability to assist with new child restraints.
- Created child safety tent for Ford Centennial celebration
 - Coordinated with external vendors and unions to enable an event for children 1-17 years of age
 - Teen driving simulation
 - Safety town for toddlers to 6 year-olds
 - Child restraint education area for caregivers
 - Blue and “the Thinking Chair” from Blue’s Clues photo ops for younger children
- Completed numerous bench marketing studies
- Created lunch and learn seminars for some of the software our team used – demonstrated use case scenarios in short session format.

Education

Eastern Michigan University International Business Focus	MBA Graduating GPA - 3.742	Ypsilanti MI
Cleary University Business Management	BBA Graduating GPA 3.88 Magna Cum Laude	Ann Arbor MI
Washtenaw Community College Marketing	AAS Graduating GPA 3.63 with Honors / Phi Theta Kappa	Ann Arbor MI

Computer Skills

PC/MAC	MS Office	Photoshop
Acrobat Professional	InDesign	Dreamweaver
Hootsuite (social)	Wordpress (.com .org)	Google AdWords (analytics)

Keywords

Marketing	Internet/Intranet	MBA
Project management	Product Development	Benchmarking
Wordpress	MS Office	Google AdWords
Budget planning	SOX/ISO	Social media
Public relations	Web design	Blogging
Teaching / training	Creative	Sales
Grant writing	Database entry / maintenance	Metrics / analytics
Vendor management	Interactive marketing	Integrated marketing