

# KIMBERLY GAGNET

TALENT  
DEVELOPMENT,  
EMPLOYEE  
ENGAGEMENT, &  
MARKETING

## CONTACT

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## PORTFOLIO

[www.kimberlygagnet.com](http://www.kimberlygagnet.com)

## SKILLS

- Articulate 360 & Rise
- Camtasia & iMovie
- Microsoft Office
- Canva
- ADKAR
- The S.A.F.E.T.Y Model
- DISC

## EDUCATION

**BACHELOR OF ARTS, MAJOR IN  
MASS COMMUNICATION**  
LOUISIANA STATE UNIVERSITY  
MINOR IN BUSINESS MANAGEMENT

## CERTIFICATIONS

**THE STRATEGY OF CONTENT  
MARKETING**  
UC DAVIS CONTINUING AND  
PROFESSIONAL EDUCATION

**SOCIAL MARKETING**  
HOOTSUITE ACADEMY

## EXPERIENCE

**MARKETING AUTOMATION COORDINATOR**  
JEANINE BLACKWELL | SEPT 2020 - PRESENT

- Develop strategic email campaigns and automations
- Manage freelancers, including designers and copywriters, to ensure work is completed on schedule
- Implement split testing for landing pages, emails, etc. to optimize sales
- Maintain marketing KPI statistics to stay on target with company goals
- Provide technical support for staff and customers

**COMMUNICATIONS ASSISTANT**  
CRESCENT BANK | AUG 2018 - SEPT 2020

- Supported talent development & employee engagement initiatives with planning, marketing, execution and analysis
- Established internal communications initiative to support the talent development department and change management initiatives
- Collaborated with leadership and SMEs to develop trainings under the direction of the Director of Talent Development
- Created eLearning courses based on the plans from an instructional designer
- Conceptualized, designed and managed bank's social media presence
- Editor in chief and graphic designer for internal employee magazine/newsletter

**SOCIAL MEDIA COORDINATOR. WAITRESS & BARTENDER**  
RED ZEPPELIN PIZZA | MAY 2016 - DEC 2017

- Developed photo and text content to promote specials
- Strategized on best approaches to grow followers
- Provided excellent customer service in a fast-paced environment
- Served expertly crafted cocktails according to recipe

**EDUCATION FELLOWSHIP INTERN**  
TALES OF THE COCKTAIL | MAY 2016 - AUG 2016

- Assisted with volunteer recruitment and scheduling
- Managed more than 75 volunteers onsite during festival
- Recruited local vendors for a product promotion
- Drafted press releases
- Returned as a seasonal employee to ensure event efficiency

**ENTERTAINMENT WRITER**  
THE DAILY REVEILLE | AUG 2015 - NOV 2015

- Researched upcoming events for weekly publication strategy
- Reached out to external sources for interviews, story leads and reviews
- Developed a distinctive point of view/tone through writing reviews of movies and albums
- Refined writing and AP style skills and met writing deadlines