

KIMBERLY MORRISON

CREATING IMPACT THROUGH DEVELOPMENT MARKETING
AND SOCIAL RESPONSIBILITY



224-627-9329



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COVER LETTER

RECIPIENT

TO:
HUMAN RESOURCES

DATE:
27 JUNE 2024

Dear Human Resources,

I am a Kimberly Padgett - Morrison, civic/community engagement, fund development, strategic planning and marketing communications expert. I am a passionate leader with expertise in campaign development, civic engagement, social responsibility and strategic marketing. I come to you with a career that spans over 25+ years.

A key success marker is my skill and expertise in creating sustainable and impactful partnerships and civic engagement. My brand has often been described as "making the impossible possible". I developed the award winning mobile COVID Vaccination program through a partnership with local service provider AGAPE Health. Developed and implemented MyRide2School which provides free transportation to middle and high school students. Partnering with the Jacksonville Public Library System to launch access to the full library digital catalog upon boarding any JTA mode. I have significant wins in strategic program development, social responsibility, civic engagement and program implementation.

My transformational leadership has a key role in the success of the below listed programs and organizations:

- Abbvie Corporate Business Model Change
- Family Foundations Board of Directors - Resource Development Committee Chair Member of the Cultural Council Grant Selections Committee Grainger National Product Launch
- Active Member of the Non-Profit Center of Northeast Florida Zimmer Biomet Marketing Software Improvement Project
- Wellness on Wheels Mobile Vaccination Unit
- Steer Your Career Recruitment Campaign

An expanded discussion of my skills, abilities and expertise is visible via LinkedIn <https://www.linkedin.com/in/kimberly-morrison-906551189/>.

I can be reached via email at kimberly.morrison2@icloud.com or phone at (224) 627-9329.

Respectfully yours,

Kimberly Morrison

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PROFILE INFO

As an award winning marketing professional whose accolades pale in comparison to the community impact I have made via strategic programs and partnerships. My strengths are marketing/strategic development, social program development, social responsibility, sustainable and forward moving partnerships, civic engagement, corporate giving, sponsorship and charitable giving.

PROFESSIONAL SKILLS

- Print, Television and Social Media
- GEO Fence and Digital Marketing
- Exemplary Supervisory Skills
- Social/Civic Program Development
- Marketing Plan Development
- Strategic Planning
- Capital Campaign Development/Implementation
- Transformational Leadership
- Communication with Diverse Populations
- Marketing Marketing Analytics

AWARDS

- Women Inspired Network Strategic Leader Award- Zimmer Biomet
- Abbvie Emerging Leader Award
- ASE Excellence Award - Abbott Laboratories
- FPTA Best In Marketing - Best of the Best Award FPTA Innovation and Creativity Award
- APTA Adwheel Grand Award
- FPTA Best In Marketing - Best of the Best Award
- FPTA Innovation and Creativity Award

AFFILIATIONS

Family Foundations
Board of Directors - Resource Committee Chair

Cultural Council
Grant Selections Committee Member

Non-Profit Center of Northeast Florida
Active Member

WORK EXPERIENCE

DIRECTOR OF MARKETING AND DONOR RELATIONS

SULZBACHER
AUG 2023 - PRESENT

- Brand Development
- Strategic Plan Development
- Promotional Campaign Development
- Fund Development Campaign and Event Lead
- Print, Radio, Television and Social Media Management
- Donor Management
- Corporate Partnerships/Sponsorships
- Community Engagement
- Volunteer Program Management

MARKETING DIRECTOR

JACKSONVILLE TRANSPORTATION AUTHORITY

NOV 2019 - AUG 2023

- Social Responsibility
- Marketing and Social Media Campaign Development
- Developed customer experience plans and campaigns
- CRM Program Management
- Cases Studies and Annual Report Development
- New Business Development
- Develop and Foster Corporate and Community Partnerships
- Manage the 501C3 Support Sponsorship Program
- Developed the Wellness on Wheels Mobile Vaccination Unit Program
- Developed JTA Give, RIDE to Work to Play and Steer your Career Campaigns
- Content Creation
- Sponsorships and Charitable Giving Program Development
- Public Art Program
- Civic Engagement for Executive Team

GLOBAL MARKETING MANAGER

ZIMMER BIOMET

FEB 2016 - APRIL 2019

- Lead and Drive Global Marketing and Events for Six Product Lines Manage Print, Television and Social Media Marketing
- Managed \$1.2 Million Budget Globally
- Lead and Drive Live customer experience Initiatives

SENIOR MANAGER MARKETING OPERATIONS & ANALYTICS

ABBVIE INCORPORATED

FEB 2008- JAN 2016

- Led Business Transformation aligning all Event efforts as Marketing and Strategy Driven as opposed to Tactically based
- Developed Actionable CRM program
- Managed Global Staff of 10
- Created Corporate Yearly Strategic and Tactical Planning Template

EDUCATION-COLORADO TECHNICAL UNIVERSITY

BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION- MARKETING EMPHASIS 2013

MASTERS IN BUSINESS ADMINISTRATION (MBA) 2015
MAINTAINED A GPA OF 3.25 - EARNED A PMI
CERTIFICATION