

# Kimberly Bullock

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## WORK EXPERIENCE

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### **Freelance Wordpress Design/Development**

June 2015 – Present

Several clients including a local Chiropractor, a Marketing Agency, a Lutheran Church, and an international Not-for-Profit

- Develop user-friendly and responsive custom Wordpress theme and template files using HTML/CSS, PHP, and Javascript
- Integrate web forms into lead capture systems like Mailchimp and Hubspot
- Configure and integrate ecommerce plugins like Woocommerce to facilitate online sales
- Provide customized documentation and training materials to ensure optimal use of the platform

### **SpringCM, Chicago, IL**

*A cloud content management software company*

### **Marketing Operations Specialist**

June 2015 – Present

- Manage technical aspects of key marketing systems (Hubspot and Marketo) used to generate, distribute, and report on leads
- Code easy-to-use templates for the website, emails, and landing pages using HTML/CSS, HubL, and Javascript
- Web development for a major website re-design and CMS migration from Drupal to Hubspot
- Develop and maintain lead capture with web forms and landing pages in the key marketing systems
- Implemented Hubspot and trained employees to use it effectively
- Establish and maintain scalable processes that ensure best practices in campaign and lead management within these systems
- Established standardized marketing reports to make for more consistent reporting

### **Marketing Production Intern**

June 2012 – December 2013

- Provided design and production support for launch of the new SpringCM brand in July 2012
- Designed materials for print and web, such as postcards, social media assets, webpages, and eBooks
- Designed and launched email campaigns using marketing automation software

### **Twin Cities Public Television, St. Paul, MN**

June 2011 – September 2011

*A local public television station*

Almanac Intern

- Developed and researched topics on Minnesota history for segments of weekly show Almanac
- Gathered and organized information for weekly briefing for the show hosts
- Hosted guests and provided production support to ensure a smooth-running live show every week

## **CERTIFICATIONS**

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Hubspot Design Certification  
Marketo Certified Expert

August 2015  
June 2014

## **EDUCATION**

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**The University of Chicago**, Chicago, IL  
Bachelor of Arts in Cinema and Media Studies, minor in Computer Science

June 2013

## **SKILLS**

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HTML/CSS, PHP, Javascript, JQuery, Git, Adobe Dreamweaver, Adobe Creative Suite, and Java, C, and C++ programming languages