

KIM HIGDON

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Marketing Strategist

Results-driven marketing leader with over eight years of B2B experience, including five years in the healthcare industry. Proven expertise in developing and executing omnichannel marketing strategies, collaborating with sales teams, and managing cross-functional projects to drive growth. Adept at enhancing brand visibility, generating leads, and delivering measurable outcomes that align with organizational goals.

Areas of Expertise

- Digital Marketing Strategy
- Lead Generation
- Omnichannel Campaigns
- Budget Management
- Team Leadership & Mentorship
- CRM Systems (Salesforce, Zoho)
- Tradeshow & Event Planning
- SEO & Content Strategy
- Market Insight & Competitive Analysis
- Microsoft Office Suite
- Adaptability & Professionalism

Accomplishments

- Implemented tools and processes reducing website development time by 50%.
- Enhanced user engagement metrics by over 100% through website optimization.
- Designed and executed successful omnichannel campaigns, boosting ROI.

Career Experience

Specialty Dental Brands, Nashville, TN

February 2022 – October 2024

Director of Digital Marketing

- Developed and implemented an internal referral system with tracking capabilities for the CEO and stakeholders, enabling practices to seamlessly transfer referrals to other SDB locations, enhance customer retention, and measure the impact on lifetime value (LTV).
- Optimized digital marketing strategies, leading a team of nine to create HIPAA-compliant digital assets and enhance online presence.
- Spearheaded the integration of a HIPAA-compliant CRM with automated workflows, streamlining cross-departmental collaboration.
- Directed the migration and redesign of 100+ WordPress sites within one year, significantly enhancing user experience and digital infrastructure.
- Introduced an analytics platform for C-level management, facilitating data-driven decisions and compliance adherence.

Horton Group & JLB Advertising, Nashville, TN

November 2019 – February 2022

Senior SEO Specialist

- Led SEO initiatives for 50–100 websites, achieving top rankings for key search terms.
- Developed training programs to onboard and upskill SEO team members, driving efficiency and expertise.
- Secured a 42% increase in lead generation and 31% reduction in paid media costs through strategic optimization.

Can-Do National Tape, Nashville, TN May 2015 – June 2018

Director of Marketing

- Collaborated with sales teams to achieve a 92% increase in customer conversions.
- Managed migration and development of a hybrid e-commerce site.
- Produced diverse content, including written copy, graphics, video, and photography, to engage and captivate audiences.
- Drove a 159% increase in website traffic through SEO optimization and technical enhancements.
- Secured high-quality leads from Fortune 500 companies, contributing to significant revenue growth.
- Developed and managed fully functional e-commerce website, showcasing products and facilitating a seamless user journey,

GBS, Greater Nashville Area, TN June 2013 – May 2015

Senior Sales and Marketing Coordinator & Salesforce CRM Administrator

- Worked directly with the VP of Business Growth to create a PowerPoint presentation for a sales event that received a standing ovation from C-level executives and sales representatives.
- Designed and developed a comprehensive catalog for sales reps, featuring product images and detailed descriptions, using Adobe InDesign.
- Generated and managed leads via web and Salesforce CRM system to analyze prospects and campaigns, driving actionable insights.
- Managed the EasyID® web presence, including web content development, design, SEO, social media, and web marketing initiatives.
- Designed and maintained Internet, mobile, and intranet sites reflecting organizational goals and identity.

Additional Roles:

SEO Director, Identity Group, Nashville, TN (June 2018 – January 2019)

SEO Specialist, Cj Advertising, Nashville, TN (January 2019 – November 2019)

Education

UI & UX Digital Product Design
Nashville Software School (NSS), TN

Bachelor of Science in Visual Art
Tennessee State University, TN