

KIM CONNORS

30 St. Marks Place, Apt #1C, NY, NY 10003

Cell: 917.770.3787 | Email: kim@kimpactinc.com | Website:
<http://www.kimpactinc.com>

EMPLOYMENT HISTORY

**2009 – Current Digital Marketing and Photography
KIMPACT, INC. (SELF)**

- Photo shoots for Toyota and Audubon TogetherGreen programs and events
- Princetoninformation.com: Complete redesign/rebuild of top IT recruiting firm, including strategy and implementation of social marketing and SEO campaigns
- Therackstarz.com: New sports/modeling brand website including ecommerce
- DopeNYC.com jewelry retail site including PayPal and gallery integration
- Bugosphere.com: ongoing web site featuring over 1000 of own photos and related written content
- Clayworkspottery.com: local pottery shop, featuring gallery
- Ornithreads.com: Bird-centric clothing ecommerce site
- unoduetwinclimbing.com: twin clothing retail store
- Seancmorgan.com: Athlete profile site
- [Amsterdam Billiards](http://AmsterdamBilliards.com): Editorial, Social Marketing Consultant

**2001 - 2009 Web Communications Manager NATIONAL
AUDUBON SOCIETY, New York, NY**

- Online editor for Internet, Intranet, and Audubon Magazine site
- Management, design and technical implementation of content across national and center sites, including Drupal CMS tool
- Manager of digital library and assets including sharing across multiple sites, centers, programs and multiple user rights
- Spearheaded social media efforts and set up for FaceBook, Twitter, Blogging, and research of mobile applications
- Wrote, designed and coded special features and microsites, including womeninconservation.org, and major PR media microsites
- Liaison between IT and Marketing departments, as well as other primary content owners
- Recipient of multiple individual and team recognition awards

**2000 - 2001 Director of Information Architecture VIZOOAL,
New York, NY (closed 2001)**

Director of Information Architecture

- Facilitated discovery sessions integrating e-marketing, e-business, web strategy, information architecture
- Supervised Information Architects and Usability Labs
- Led business development from lead generation to qualification to proposals to closure

**1995 - 1999 and February 2000 to November 2000 - SNICKELWAYS
INTERACTIVE, New York, NY**

2nd employee in a startup that grew to 140 employees and \$15 million in revenue

Senior Information Architect

- Created and set standards, process and best practices for IA department
- Facilitated discovery sessions combining technology, creative design and web strategies
- Facilitated client status meetings promoting new business through future phases and scope expansion

Editorial & Marketing Manager

- Produced and qualified sales leads, from directed marketing campaigns
- Brought in over \$3 million in new business, by qualifying lead, leading introductory meetings, writing proposals, and writing functional specifications
- Oversaw and wrote for monthly company newsletter

Project Manager

- Supervised production from creation to launch, including information architecture
- Created / managed project schedules, story boards, elements lists, functional specifications documents, change orders
- Wrote and edited both navigational and Editor for web sites

Interactive Television Producer

- Produced Interactive TV segments for Time Warner and Cendant
- Wrote and edited screen scripts for actors, and voice-overs
- Hired and managed acting talent

August 1999 to February 2000
PETPLACE.COM, New York, NY

Director of Internet Operations

1 of 5 initial employees that built a company to a \$90 million value in 6 months

- Designed Information architecture for Petplace.com, a Snickelways joint venture, including integration with e-commerce partner Pets.com
- Supervised creative team of graphic designers and interface developers, signed off on concepts and design
- Wrote, edited, and photographed content for site

PRINT PUBLICATIONS:

- April 1998: Ghost wrote cover story for monthly issue of E-commerce World
- Jan 1998: Web Marketing News article for DM News "Simplified Shopping is the Key to Success" focused on practical architecture and designing for e-commerce
- Jan 1998: 3 part series on E-commerce for The Catalog Marketer, Volume 18, numbers 7-9 focusing on architecture and design of sites
- 1997: Contributed to chapter on supply chains in "Understanding E-commerce", a Microsoft Press publication
- Oct 1996: Case study for EC.com magazine article

ONLINE PUBLICATIONS:

- [Go With the Glow](#): an article on bioluminescence following her trip to Vieques, one of the top areas to see this phenomenon

- [Sprawl: From B \(Boomburb\) to Z \(Zoomburb\)](#): a book review on urban sprawl.
- [Spiders: A Closer \(Eight-eyed\) Look](#): an article on arachnids with her photography
- [Tiny Titans](#): a movie review on two insect DVDs
- [Great Scott\(s\) Oriole!](#): An article on this rare bird spotting in local Manhattan park
- [Insects in the City](#): Contributor to The Perch, Audubon Magazine's blog

SOFTWARE PROFICIENCY

- Business: All of Microsoft Office and Project
 - Design: Visio, HomeSite, Photoshop*, Quark*, InDesign, Flash*
 - Web: DreamWeaver, Javascript, Flash*, HTML5*, CSS3*
- *Certificates from Noble Desktop

EDUCATION

- Columbia University, [Center for Environmental Research and Conservation](#) (CERC) certificate program
- SUNY New Paltz

OTHER

- Award winning artist, poet, cellist, and amateur photographer
- Dive Master certification in progress
- Rescue Diver, Emergency First Responder