# **Kim Connors**

# Objective

Experience

1995-1999

Modern day Renaissance woman with almost 2 decades in the Internet Technology arena. Looking to channel this extensive digital expertise including start-ups, agencies, non-profits, b-b, b-c, intranets, extranets, ecommerce, social media, SEO, CMS, mobile, etc. into a more strategic and supervisory role, analyzing and applying digital solutions to business needs.

#### 2009- current NY, NY Kimpact Inc. (Self) **Chief Digital Officer** Design: Business strategy, project/budget planning, creative design, information architecture, editing, coding, QA SEO: Google Analytics set up, strategy, implementation/coding, monitoring **Social Marketing:** Strategy, campaign set up/design, analytics Project Spotlight: PrincetonInformation.com: rebuild of top IT recruiting firm, AudubonAdventures.org: new site for educational non-profit including javascript games, ExclusiveBev.com: B-B site redesign for beverage distributor 2001-2009 National Audubon Society NY, NY Web Communications Manager Oversaw national site, Intranet, and integration of magazine, centers, chapter sites Manager of digital assets, Drupal CMS implementation Social Media management including FB, Twitter, blogging Key liaison between IT, Marketing, and Corporate 2000-2001 Vizooal (closed 2001) NY, NY **Director, Information Architecture** Led team of 4 other information architects • Facilitated business leads, development, proposals, closings Facilitated project development/design sessions and usability labs 1999-2000 PetPlace.com NY, NY **Director of Internet Operations** Supervised creative, information architecture, web development teams Oversaw integration with e-commerce partner pets.com Writer/editor for site content

Snickelways Interactive (closed)

NY, NY

# 2<sup>nd</sup> employee in startup that grew to 140

- Senior Information Architect: Created/standards, process and best practices for IA department
- Marketing Manager: Qualified and generated over \$3 million in new business
- Project Manager: Set/managed project plans, budgets, functional specifications, client liaison
- Interactive Television Producer: produced segments, hired talent, edited scripts for Time Warner and Cendant

## Education

- Columbia University, Center for Environmental Research and Conservation (CERC)
- SUNY New Paltz

## **Software Proficency**

- Business: Word, Excel, PowerPoint, Sharepoint, Microsoft Project
- Architecture/Design: Visio, Photoshop, Quark, InDesign, Illustrator
- Coding: Dreamweaver, JavaScript, Flash, HTML 5, CSS3

## Publications

- AudubonMagazine.org: multiple blogs and photos
- April 1998: Ghost wrote cover story for monthly issue of E-commerce World
- Jan 1998: DM News "Simplified Shopping is the Key to Success"
- Jan 1998: 3 part ecommerce for The Catalog Marketer, Volume 18, numbers 7-9
- 1997: "Understanding ecommerce" Microsoft Press publication on supply chains
- Oct 1996: Case study for EC.com magazine article