



Kim K. Mullin, BA

MARKETING + RELATIONS + COMMUNICATIONS

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CURRENT: Senior Regional Market Manager, TELUS

MISSION

To work on developing strategic alliances in a global GTM strategy, incorporating my exceptional expertise in strategy, planning, writing, design, and engagement.

EXPERTISE

25 years of experience and 6 years of education in marketing and communications

- **RELATIONS + ENGAGEMENT** 20+ years of experience in business development, account management, PR, and partner development, with various B2B and B2C organizations throughout the Lower Mainland. Experience includes representation at international trade shows, community events, direct marketing, and telemarketing.
- **MARKETING STRATEGY + PLANNING:** Conducted market research, developed messaging/branding/positioning strategy, and created integrated marketing plans (ie: digital marketing, social media, events, guerrilla marketing, etc).
- **CAMPAIGN MANAGEMENT:** Detailed marketing communications tactics, schedule and budget. Managed implementation, including paid and organic marketing tactics, SEO, content marketing, social media, advertising and media buying (traditional and digital), direct marketing, newsletters, press releases, etc. Included tracking measurement systems to determine ROI.
- **MEDIA RELATIONS + PUBLICITY:** Developed relations with the media to gain free earned media exposure.
- **MARKETING COLLATERAL:** Wrote and designed thousands of websites, brochures, proposals, advertisements, white papers, articles, press releases, presentations, video storyboards, etc. Included photography, illustration, video, media editing, CMS, HTML, and more.
- **EVENT MANAGEMENT:** Coordinated trade shows and community events.
- **PUBLIC SPEAKING + PRESENTATIONS:** Delivered numerous workshops and presentations on the topics of marketing or product sales. (Stenberg College. Various clients.) Also taught French Immersion, French as a Second Language, and English as a Second Language (Ottawa School Board & Surrey School Board). Also facilitated the Junior Achievement program.
- **SUPERVISION + PROJECT MANAGEMENT:** Managed employees and agency talent (graphic artists, illustrators, video production, photographers, web coders, and administrative personnel).
- **FLUENT IN FRENCH:** Certified as bilingual: English-French (University of Ottawa). Translated various documents.

**“Kim was
awesome at
engaging
customers.”**

VIK VARPAUL
TELUS LOCATION
MANAGER (LEDCOR)

**“Top-notch
marketing
... one of
the best!”**

MAYOR TED SCHAFER
CITY OF LANGLEY

**“Progressive
... top quality.
I'm impressed.”**

TOWNSHIP OF LANGLEY

**“Successful
marketing...
valued partner.”**

CHILLIWACK ECONOMIC
PARTNERS CORPORATION

- **TECHNOLOGY (MAC AND PC):** *GRAPHICS:* Adobe InDesign, Adobe Illustrator, Photoshop, and Acrobat. *PRESENTATION:* Google Suite, Powerpoint, Keynote, Prezi, Video Editors. *WEB:* Content Management Systems: Wordpress, Drupal, Joomla, and online editors, Coda HTML editor. *OFFICE PROGRAMS:* Word, Excel, Sheets, Pages, Numbers. *ONLINE PROGRAMS:* Salesforce CRM, MailChimp, Survey Monkey, Constant Contact, etc. *SOCIAL MEDIA:* Facebook, Linked In, Pinterest, Instagram, YouTube, Vimeo, etc. *WORD PROCESSING:* 70 wpm.

APTITUDE + ATTRIBUTES

- Entrepreneurial, enthusiastic can-do spirit, and perennial self-starter.
- Strong communicator with unending curiosity and a drive to know.
- Keen eye for visual design and a focus on creating impactful communication.
- Engaging, sincere, and diplomatic with a drive to be helpful and responsive.
- Analytical and insightful with a penchant for efficiency and effectiveness.
- Organized, thorough, diligent, and detail-oriented with a drive to deliver results.
- Adventurous, spirited and a quick-learner, Kim thrives in a flexible environment, with the opportunity for new experiences and community engagement.

EXPERIENCE

- **TELUS COMMUNICATIONS:** Senior Regional Market Manager: April 2019 to Present. Strategy, Campaign & Events, Relation Development.
- **THRIVE COMMUNICATIONS:** Marketing + Communications Manager (Owner-Operator) 2003-2019 (FULL-TIME CONTRACT). *VARIOUS CLIENTS (PARTIAL LIST):* City of Langley, Township of Langley, City of Vancouver, District of Maple Ridge, Chilliwack Economic Partners Association (CEPCO), BC Economic Development Association, LinxBC, BC Municipal Safety Association, Electrical Energy Training Group (EETG), EITI Global (BC Hydro trainer), Langley Community Music School, EmotionsBC Health & Wellness Society, Pacific Safety Centre, Discovery Software, Fort Modular, Highland Building Solutions, Starline Windows, Vitrum Industries, Food For Famine, Fenestra Insulated Glass, Apex Aluminum, Shelter Industries, Borran Software, AG Creative, Axis Interactive, AR Partners Certified Accountants, and More.
- **NORTHERN FEATHER:** Marketing + Communications Manager: 2002-2003
- **IVES TRAINING:** Marketing + Communications Manager: 1997 - 2000
- **KISS COMMUNICATIONS:** Marketing Communications Consultant: 1995 - 1997
- **GARAVENTA LIFT:** Marketing + Communications Coordinator: 1990 -1995
- **SURREY SCHOOL BOARD + OTTAWA BOARD OF EDUCATION:** Teacher (substitute & assistant) + Administrator (French): 1987 - 1990
- **NATIONWIDE ADVERTISING:** Advertising Consultant: 1989
- **PARKS CANADA:** Bilingual Visitor Services Representative: 1988

EDUCATION

6 Years of Education

- BA Communications (cum laude)
- BA Lettres Francaises (cum laude)
- Marketing + Communications (BCIT + SFU) *FEATURED TRAINING:* Marketing Communications (Traditional + Digital Media), Advertising, Promotions, Marketing Research & Strategy, Social Media, Sales, Group Facilitation, Business Development, Business Management, Writing, Publishing, Design, Layout, CMS, HTML, Psychology, Sociology, Dialectical Behavior Therapy.

“Value her strategic thinking, insight, and exceptional talent at developing marketing collateral.”

GERALD MINCHUK
CITY OF LANGLEY

“Kim has been the Marketing Manager of our organization for three and a half years. Her contributions — including developing marketing strategies and producing various types of marketing literature — have proven to be invaluable to our organization. She is a very talented individual and I have the utmost confidence in her ability to perform exceptionally well in any similar position.”

COLIN IVES,
PRESIDENT & CEO
IVES TRAINING GROUP