

# KIMBERLY GOODE

## PROFESSIONAL SUMMARY

Energetic professional with 7+ years of providing excellent project coordination and strategic solutions with outstanding organization and prioritization abilities. Natural and dedicated leader with proven adeptness in leading and motivating employees to improve efficiency, productivity, and business processes toward successful attainment of organizational goals.

## EDUCATION

### **Master of Interdisciplinary Studies, May 2018**

Digital Media and Journalism, Organizational Leadership and Communication

*Indiana University Southeast, New Albany, IN*

- Inducted into Association of Graduate Liberal Studies Honor Society, Spring 2018
- Thesis: "A Study of Leadership Strategy for Creative Collaboration within a Digital Agency"

### **Bachelor of Science, May 1994**

Merchandising, Apparel, and Textiles

*University of Kentucky, Lexington, KY*

## PROFESSIONAL EXPERIENCE

### **Vice President**

*RIVER CITY HOUSING, 2017-Present (Louisville, Kentucky)*

- Work with and advise the President & CEO on all matters related to the RCH housing development program and securing new development opportunities
- Engage in strategic planning process to identify measurable objectives that aid in daily decision-making activities and align with organization's mission
- Prepare applications to maintain the organization's Community Housing Development Organization (CHDO) status as well as seeking and securing private and public funding opportunities
- Oversight of collaboration with other affordable housing community partners to securing \$2.1million planning grant to establish a community land trust
- Coordinate, facilitate and execute logistics for monthly board, committee, staff, and annual strategic planning meetings, successfully planning a free homebuyer workshop by securing a venue donation, marketing the event, and partnering with a certified agency to present workshop topics to over 40 potential homebuyers
- Provide administrative support for a staff of 10 and assisted over 15 first-time homebuyers with the application process to secure over \$200,000 in down payment assistance
- Develop job descriptions and job postings to attract qualified candidates improving retention rates by 80% over 2-year period by implementing a tiered-interview system
- Initiate creative marketing strategies to build brand awareness by securing and overseeing 7 marketing volunteers from community leadership programs and 5 students from local universities resulting in a website redesign, logo update, promotional videos, homebuyer testimonials and the development of a corporate pitch book to secure private funding and attract new donor audiences
- Manage office systems, maintain client database and engage in ongoing communication with contractors, vendors, agents, board members and funding partners to provide consistent quality homes and ensure processes operate in regulatory compliance
- Digitize over 20 years of files to consolidate with 200+ current homebuyer files and documentation to transfer into new project management software system resulting in streamlined processes, improved productivity, and reduced risks to client and organizational financial information

## **Community Engagement Marketing Manager**

*AMERICAN CANCER SOCIETY, 2016, (Louisville, Kentucky)*

- Spearheaded coordinated engagement, outreach strategies, training and ongoing support of over 50 non-technical contributors across multiple media platforms by analyzing client needs and adapting platforms including: social media, text, email, direct mail campaigns, online and mobile application resulting in a 124% increase of online donations with a 167% increase in sponsorship
- Revitalized 4 corporate partnerships through targeted marketing and media resulting in over a 75% in company-matched donations
- Served as a liaison to community to grow the *Relay for Life* theme-based project from inception to completion Curated *Event Leadership Teams* within 5 targeted territories
- Generated 7 leads for new corporate event sponsorships through presentations and field events
- Created new opportunities to engage participants resulting in a 13% increase in individual participants
- Engaged, educated and empowered those impacted by cancer generating a 58% increase in annual participation by cancer survivors, a targeted population
- Event production including: facilitated communication and meetings, on-site event management, tracked expenses, fundraising benchmarks, and timelines, performed risk management, maintained vendor and participant relationships

## **Visual Merchandising Associate**

*VON MAUR DEPARTMENT STORE, 2004 – 2016, (Louisville, Kentucky)*

- Through cross functional collaboration, conceived and executed daily creative visual display projects (duplicated nationally) for a 156,000 square-foot store to create complex layers of visual presentation
- Interpreted seasonal concept direction, served as a display educator, implemented aesthetic strategies to promote brands, and maintained the interest of target markets.
- Coached and mentored over 75 department managers, sales associates, and other visual associates on merchandising and display techniques to focus efforts on visual guidelines, business needs, strategic product placement, and intended target markets
- Facilitated weekly floor sets to achieve performance targets for 12 departments
- Supported in-store special events, guest appearances, product launches, new store openings, etc.
- Devised and implemented training manual for indirect reports on the merchandising execution

## **PROFESSIONAL DEVELOPMENT**

### **Ignite Louisville, Fall Class 2018**

*Leadership Louisville Center, Louisville, Kentucky*

### **Android Application Development, April 2016**

*Code Louisville, Louisville, Kentucky*

### **Front End Web Development in HTML, CSS, JavaScript, October 2015**

*Code Louisville, Louisville, Kentucky*

## **COMMUNITY INVOLVEMENT**

**Secretary-Board of Directors, Louisville Affordable Housing Trust Fund**

**Member- Board of Directors, Exploited Children's Help Organization**