

Kim Daubon

CONTENT MARKETING SPECIALIST / WEB DEVELOPER
WWW.KIMDAUBON.COM

CONTACT

(920) 821-3173 📞

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Mayville, WI 📍

linkedin.com/in/kim in

SKILLS

Eager Learner

Problem Solver

Organization

Prioritize Projects

Multi-tasking

Researcher

Detail Orientated

Self-Motivated

Self-starter

EDUCATION

ASSOCIATE DEGREE IN VISUAL COMMUNICATIONS

MATC

Milwaukee, WI

WEB DEVELOPEMNT DIPLOMA

MATC

Milwaukee, WI

CAREER OVERVIEW

Website Manager responsible for validating content prior to going live, ensuring all assets align with supplier's direction & branding, management of daily content on multiple brands, knowledge of SEO best practices, and experience with different content management systems (SharePoint, WordPress, Ninja). Managing team players to complete sale tasks on time and with best processes. Hobbies include photography and traveling. Always up for new experiences.

EXPERIENCE

DIGITAL PRODUCER / WEB DEVELOPER

Esch Consulting, INC | 6/2015 - present

WordPress website builds modifying existing templates to meet vision of clients. Involved from start of site to completion. Responsibilities include but not limited to the following:

- Alter Divi Theme template to fit client needs
- Updating CSS & adding HTML as needed to achieve the desired look
- Banner creation, form creation through WordPress
- Maintaining client websites on monthly or as needed basis. Georgie Porgies weekly/monthly maintenance, currently rebuilt site on new server
- Troubleshooting/researching problems
- SEO knowledge applied to sites, website best practices applied


Examples of work:

- www.buygoneclassics.com
- www.joypoweredliving.com
- www.curvesofcourage.kimdaubon.com
- www.milwaukeeemedia.com
- www.lizfigueroalenormand.com
- www.innovativewaterus.com
- www.ieatgrassroots.com
- www.georgieporgies.com
- www.rosslandcare.com
- www.brewcityremodeling.com

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DIGITAL BRAND MERCHANDISER
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CONTINUING EDUCATION

**ULTIMATE GOOGLE
ANALYTICS**

**ULTIMATE WEB CONTENT
WRITING**

**SEO 2021: COMPLETE
SEO TRAINING**

Udemy
Online Classes

WORK REFERENCES

LOREN JANSSEN

ljanssen@applelg.net

GINA ESCH

gina.esch@outlook.com

KEVIN MARSH

kevin.marsh@bissell.com

EXPERIENCE (CONTINUED)

DIGITAL BRAND MERCHANDISER/WEB CONTENT MANAGER

Apple Leisure Group | 05/2019 – 07/2020

FUNJET VACATIONS | BLUE SKY TOURS


In depth knowledge of dedicated brands website capabilities & functionality. Responsibilities include but not limited to the following:

- Helped in the development, ad creation and management of B2C marketing plans ensuring alignment with company objectives, strategies and milestones including sales, incentives, program launches, campaigns, and brand awareness
- Brand standard expert for Funjet Vacations; Collaborated with internal teams and external partners (tourism boards, hotels & resorts and airlines) to confirm content and messaging created met brand standards.
- Shared project management duties with Senior Brand Marketing Manager to assure each team completed tasks on time and efficiently
- Worked cross-functionally with key ALG departments & hotel partners to deliver high quality content & a positive user experience
- Responsible for updating, tracking and sending campaign calendars to teams along with sale playbooks and hotel offer grids completed in Excel, assuring timelines are on track
- Created HTML/CSS coded custom landing pages, created 70 sale pages in 2019, created homepage placements, placements on all interior pages, added value placements
- Integrated co-operative advertising placements into available areas on the website to maximize value and exposure for industry partners and hotel suppliers helping to increase their revenue, this includes scheduling additional placements for support of sales and promotions.
- Contributed to site optimization tactics to maximize the average order value through up-selling, cross selling, and product ranking
- Worked with team members to keep content updated and fresh
- Involved with higher management on sales and special promotions, aligning these items across other channels of the brands
- Explained web standards, capabilities of ALG CMS to other teams

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SOFTWARE KNOWLEDGE

EXCEL

MICROSOFT WORD

SHAREPOINT

DREAMWEAVER

PHOTOSHOP

WORDPRESS

DIVI THEME TEMPLATE

FILEZILLA

BRACKETS

EXPERIENCE (CONTINUED)

DIGITAL PRODUCER/WEB DEVELOPER

BVK | 04/2012 – 05/2019 Digital Producer

FUNJET VACATIONS | UNITED VACATIONS | HERE & BEYOND | WEDDINGS BY FUNJET

In depth knowledge of dedicated brands website capabilities & functionality. Responsibilities include but not limited to the following:

- Worked directly with ALG brand leaders on defining content creation needs & ideal positioning based on user experiences & best practices
- Brand standards expert for Funjet Vacations ensuring all sites are compliant
- In depth knowledge of FTC & DOT requirements & ensures all sites are obedient
- Worked cross-functionally with key ALG departments & hotel partners to deliver high quality content & a positive user experience
- Created redirect links for radio script links, group pages and other vanity URL's for Funjet Vacations
- Manage the brands multi-million-dollar co-op budget – inclusive of HTML/CSS coded custom landing pages, sale pages, homepage placements, all interior pages, added value placements & creating placements
- Manage day-to-day content creation/updating on Funjet Vacations & United Vacations
- Managed multiple brands – Funjet Vacations, United Vacations and Here & Beyond Magazine (online format)
- Worked closely with “store manager”, senior marketing executive of Funjet Vacations, Kevin Marsh, and would assist with his decisions on the brand when he was unable.