



KIM JIMENEZ

KIMBERLYMJ@GMAIL.COM
KIMJIMENEZ.COM

EXPERIENCE

TBWA\Media Arts Lab

Director of Interactive Strategy • Feb 2021 - Present

Interactive Strategy Lead • Nov 2019 - Feb 2021

Senior Interactive Strategist • Jul 2017 - Nov 2019

Leading the digital strategy discipline for Apple, across iPhone, iPad, Mac, and AirPods.

Omelet

Senior Communications Strategist • Jan 2016 - Jul 2017

Ubisoft, Nickelodeon, Red Bull, AT&T, American Cancer Society, and Walmart.

The Barbarian Group

Senior Digital Strategist • Nov 2014 - Dec 2015

Digital Strategist • Oct 2012 - Nov 2014

GE, Brisk, Bacardi, AARP, Sauza & Hornitos Tequila, Google, and Pepsi.

Launch Collective

Digital Marketing Manager • Jan 2010 - Oct 2012

Tanya Taylor, Pamela Love, Vena Cava, Monique Péan, Giles & Brother, and Gretchen Jones.

EDUCATION

Parsons the New School for Design

BBA, Design + Management

Class of 2011 — New York, NY

Columbia University, CBS

Design & Marketing of Luxury Products

Fall 2010 Semester — New York, NY

Collaborated with Columbia MBA candidates and c-level executives from Hermès of Paris to design an integrated, digital platform, ready to be used in a retail setting.

ACKNOWLEDGEMENT

Adage Creativity Awards | 2021

Strategic Planner of the Year

Business Insider | 2021

50 Rising Stars of Madison Avenue

Cannes Lions | 2021

Gold, Silver, and Bronze for Vertical Cinema

Gold and Bronze for AirPods Bounce