

# Kimberly B. Dawley

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## SUMMARY OF QUALIFICATIONS

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Experienced marketing professional with specialized competencies in strategy development and implementation planning, project management, team development, and marketing communications.

- Track record of success. Division consistently achieved double-digit growth.
- Excel at developing relationships. Ranked at highest levels for demonstrating strong "management" and "facilitator" abilities by management, peers, and subordinates alike.
- Enjoy retaining opportunity for hands-on projects and strong individual contributor roles.

## EXPERIENCE

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### KBD MARKETING SOLUTIONS (2002 - PRESENT)

#### **PRINCIPAL**

- Provide marketing consulting services to businesses within the high-tech consulting, online information services, eldercare, retail, and publishing industries.
- Market both consulting and photography business via web site ([www.kimdawley.com](http://www.kimdawley.com)), market research, local advertising, and word-of-mouth reward programs.
- Sample projects include:
  - Project manager to develop and market an affiliate program. Determined page organization and wrote all copy. Coordinated with outside web developer and designer to develop prototype. Provided detailed instructions to programmers and QA'd results. Developed marketing plan and executed outreach to existing customers, prospect e-newsletters, user groups, and press.
  - Develop detailed requirements including competitive analysis for new low-cost version of product, designed to compete with competitor's low-cost offering. Obtained approvals from all necessary parties and provided process recommendations for keeping product up-to-date. Created sales tools and brochure for new product.

### ADDISON-WESLEY PUBLISHING COMPANY/PEARSON EDUCATION (1989-2002)

#### **DIRECTOR OF MARKETING**, Addison-Wesley Professional Division, Boston, MA (1996-2002)

- As member of the divisional operating committee, determined direction and strategy of the group and participated in all key decisions.
- Grew the division from \$16.0 million sales in 1996 to \$26.5 million in 2001. Stellar results in 1999: delivered 45.5% sales growth over previous year.
- Developed and managed a marketing budget of \$2.2 million. Never exceeded budgeted spending.
- Managed a 14-person team with 6 direct reports.
- Directed all marketing communications, sales support, and product marketing activities. Handled key projects and select titles.
- Developed grassroots, word-of-mouth marketing process, which was rolled out as the standard for other imprints to follow.
- Reduced exhibition costs by 26% by gradually reducing the number of shows attended from 15 in 1998 to 9 in 2002. Simultaneously directed team to creatively negotiate a presence at 51 additional shows in 2002.
- Kept co-op spend at 50% of industry average with comparable or higher retail sales growth than key competitors.
- Reputation of creating sales tools that capture reps' and buyers' attention and drive sales.
- Leader in Director of Marketing meetings with sister imprints, setting overall marketing strategy and priorities and developing centralized processes.
- Integration team member bringing together 4 competing publishers.

## **MARKETING MANAGER**, Computer Science & Engineering Division, Reading, MA (1991-1996)

- Promoted from Marketing Manager (1991-1993) to Senior Marketing Manager (1993-1995) to Executive Marketing Manager (1995-1996), gradually taking on more strategic responsibilities and more direct reports.
- As lead marketing voice, helped to grow the division from \$2.4 million sales and 20% direct profit in 1991 to \$16 million sales and 38.6% direct profit in 1996. Stellar results in 1995: beat sales budget by 27% and delivered nearly \$1 million more direct profit than budgeted.
- Managed 5 direct reports and freelance copywriters.
- Managed a marketing budget of \$588,000.
- Managed all marketing communication activities including publicity, space advertising, direct marketing, trade shows, and promotions.
- Planned and implemented on-line marketing activities. One of the first divisions in the company to develop a Web site, requiring infrastructure work with IS.
- Developed materials to support our college, corporate, and retail sales representatives and channels, including co-op advertising.
- Partnered with editorial and production to determine product positioning, pricing, and packaging.
- Won competitive signing to publish the official Java Series for Sun Microsystems based largely on a creative, non-traditional marketing proposal.
- Orchestrated exhibition at Internet World with 2 weeks notice, including new series launch.
- Produced launch video for *TCP/IP Illustrated* by W. Richard Stevens that positioned the book against an entrenched market leader and was instrumental in aggressive retail stance.
- Signed 2 book deals, an accomplishment outside of marketing's traditional scope.

## **MARKETING SUPERVISOR**, Trade Computer Books Division, Reading, MA (1989-1991)

- Handled media relations for 50 books per year, including writing press releases, sending out review copies, and soliciting excerpts.
- Planned, scheduled, staffed, and represented the company at 3 trade shows yearly.
- Sales conference preparation including writing catalog copy, producing sell sheets and presenting marketing plans to sales reps.
- Produced flip sheets, brochures, and space ads.

## **TECHNOLOGY DEVELOPMENT INC.**, Salem, NH (1987-1989)

### **MARKETING ASSISTANT**

- Third employee of a software development start up venture.
- Organized and attended trade shows.
- In conjunction with the Marketing Manager, coordinated brochures, direct mail pieces and space ads.

## **EDUCATION**

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**Merrimack College**, North Andover, MA

Bachelor of Science in Business Administration, 1987

**Summa Cum Laude**

Major: Marketing

- Captain of Volleyball Team
- President of College Chapter of American Marketing Association
- Who's Who Among Students in American Universities and Colleges
- Hutchinson Award for Excellence in Marketing