



KIBBEE MILLER

CONTACT

617.817.4268

HELLO@KIBSTA.COM

SOCIAL MEDIA / WEBSITE

TWITTER: @NINJAKIBS

FACEBOOK: /KIBSTA

INSTAGRAM: @KIBSTA

LINKEDIN: /KIBSTA

WWW.KIBSTA.COM

EXPERIENCE

MARKETING DIRECTOR

BOUNDLESS | NOV 2018 - APR 2019

- Worked directly with CEO. Built all necessary Marketing channels from the ground up. Established infrastructure required for all campaigns and analysis. Shaped the brand identity/voice across all digital channels. Cultivated relationships with strategic partners. Involved in fundraising and worked closely with investors.
- Managed a direct report.

HEAD OF CONTENT STRATEGY / BOARD MEMBER

COLLECTIVE US | MAY 2013 - PRESENT

- Responsible for content creation and strategy for the brand and its marketing channels. Helps execute and secure large scale events and activations with other board members.

MEDIA MARKETING MANAGER

CLARKS SHOES | DEC 2017 - NOV 2018

- Managed both Social Media and Media Advertising for the Clarks brand (USA, Canada & Latin America) and all of its sub-brands - reported directly to the VP of Consumer Marketing. Managed a budget of over \$5.8M with globally aligned KPIs to help achieve brand marketing objectives, and partnered with eCommerce to help drive consumers to purchase. Increased following and revenue by over 400%.

SOCIAL MEDIA MARKETING MANAGER

CLARKS SHOES | FEB 2016 - DEC 2017

- Increased social media following and revenue by 300%
Managed a budget of over \$500k.

PARTNERSHIP MARKETING COORDINATOR

CLARKS SHOES | FEB 2015 - FEB 2016

- Developed an influencer program to drive traffic and spearheaded campaigns to help optimize the affiliate channel, and delivered over \$7M annually in revenue.

ECOMMERCE ACQUISITION COORDINATOR

CLARKS SHOES | APR 2014 - JAN 2015

- Built and managed a budget of over \$500k, delivering over \$6M in annual revenue through affiliate, paid search, display, remarketing and comparison shopping engines marketing channels.

EDUCATION

BACHELOR OF SCIENCE MARKETING (PSYCHOLOGY MINOR)

BACHELOR OF ARTS MEDIA, ARTS & COMMUNICATION

BENTLEY UNIVERSITY | 2009 - 2013

MBA CANDIDATE

BENTLEY UNIVERSITY | FALL 2022

SKILLS

- Social Media Marketing & Strategy
- Content Creation & Strategy
- Affiliate & Influencer Marketing
- Media Advertising
- Photography/Video Production
- Copywriting
- Creative Direction
- SEO/SEM
- Adobe Photoshop, Lightroom, InDesign, Salesforce & Marketing Cloud, Sprout Social, Hootsuite, Criteo, Google Ads, Final Cut Pro, HubSpot, Microsoft Suite, Google Analytics, Commission Junction, Coremetric, Wrike, Jira, Workfront, WordPress, Squarespace