



# KIMBERLY HURD

*Sales, Public Relations, Marketing*

## CONTACT

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kimberlyrosehurd.com

## EDUCATION

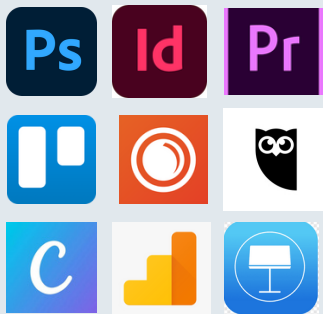
### BACHELOR OF SCIENCE: PUBLIC RELATIONS

May 2022

University of Florida,  
Gainesville, FL

Major in Public Relations

## SKILLS



## SOCIAL



facebook.com/kimmie.hurd



@kimmiehurd



@kimmie\_hurd



linkedin.com/in/kimberly-  
hurd-3103b5196

## PROFESSIONAL EXPERIENCE

### BRAND PARTNERSHIPS

*Editorialist YX | June 2020 - Present*

- Secured high-paying partnerships with Burberry, Lululemon, Ralph Lauren, Bluemercury and more
- Pitches EYX opportunities to brands while learning brand objectives
- Develops sales and marketing strategies with the Partnerships team
- Conducts competitive research to track industry trends
- Manages affiliate platforms (Rakuten, CJ, Pepperjam, etc.)

### CONTENT STRATEGIST

*Quad Apparel by College Magazine | April 2020 - June 2020*

- Advertised products through content marketing in College Magazine articles
- Recruited influencers to promote products on Tik Tok
- Wrote and sent press releases when new products launched

### EDITOR-IN-CHIEF

*College Magazine | March 2019 - June 2020*

- Recruited, trained, mentored and led a team of 50+ writers
- Lead writers to create the ultimate competitive article
- Took charge on sponsored articles - received 1000+ shares

## INVOLVEMENT

### PUBLICATIONS SUBCOMMITTEE

*PRSSA National | Aug. 2021 - Present*

- Writes monthly blog posts relating to PR students and the industry
- Hosts and edits episodes of PRSSA National Podcast
- Recruits blog posts from chapter members

### PRESIDENT

*The Sedoctaves A Cappella Group | May 2021 - Present*

- Communicates directly with performance contacts when planning events
- Creates master calendar for all rehearsals and performances
- Recruits, leads and inspires a group of 12-16 goal-oriented performers

### DIRECTOR OF SPONSORSHIP

*UF PRSSA District Conference | Aug. 2020 - March 2021*

- Reached out to businesses in hopes of securing sponsorship dollars
- Created sponsorship packages that benefit both the company and PRSSA
- Attended weekly team meetings to discuss conference COVID-19 precautions