



KIMBERLY BURGESS

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KimberlyBurgess.com

## SKILLS

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Project Management  
Qualitative Research  
Quantitative Research  
4 Ps

Brand Positioning  
Consumer Personas  
Focus Group Facilitation  
Deck Design

## TOOLS

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Photoshop  
Illustrator  
InDesign  
Lightroom  
Digital & Film Photography

## ASK ME ABOUT...

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My favorite country I've visited.  
Where I'm planning to go next.  
My most embarrassing moment onstage.  
My favorite podcasts.

## EDUCATION

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### **M.S. Creative Brand Management** (Candidate)

VCU Brandcenter, Richmond, VA

Class of 2021

The CBM curriculum is akin to an MBA but with an emphasis on creative and collaborative coursework that is essential for the ever-evolving advertising industry.

*Relevant Courses: Business of Branding, Strategic Thinking, Research Methodologies, Account Management, Brand Analytics, Brand Design, Advanced Brand Management, Persuasion*

### **BFA, Photography**

Virginia Commonwealth University, Richmond, VA

Class of 2011

*Cum Laude*

## EXPERIENCE

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### **Carriage House, Richmond, VA**

Executive Board & Account Manager | May 2020 - August 2020

- Launched the graduate-student-run agency by finding potential clients, overseeing projects throughout the summer, and organizing teams for over 21 projects.
- Led three teams to deliver creative business and marketing solutions.
  - Rebranded a contemporary art gallery in Houston, Texas.
  - Branded and built a marketing strategy for an 8-week educational intensive.
  - Redesigned a website for a local art non-profit after winning the pitch for an in-class assignment.

### **Page Bond Gallery, Richmond, VA**

Director | September 2016 – July 2019

- Spearheaded art consulting projects for corporate clients, presented artwork for consideration, organized installation, oversaw project budget.
- Strategized targets for sales of artwork through events and social media.
- Advised owner on artist representation and curatorial projects.

Assistant Director | June 2011 – August 2016

- Managed gallery communications including social media presence, website updates, and exhibition announcements.
- Responsible for general operations of the gallery and supervising team of assistants and interns.

### **Capital One, Richmond, VA**

Art Program Coordinator | October 2012 – October 2017

- Organized rotating exhibitions in multiple Capital One locations, including advising on artist selection and exhibition design.
- Interviewed and vetted potential artists and vendors for future partnerships with Capital One's Art Program.