

Kim Northrop

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Qualifications and Skills:

Marketing. Experienced marketing professional including marketing writing and collateral design, public relations, and event management.

Non-profit and government background. Experienced facilitator working with non-profit boards, government entities, and as an executive director. As a board member, reorganized and re-established Monroe Council of the Arts as a government-funded agency, built public support and community relationships, and re-established funding.

Management. Managed up to fifteen telecommuting employees across North America, implemented strategy in coordination with other departments, responsible for \$2 million P&L, and managed vendors and sub-contractors.

Fundraising. have provided grant-writing services to a variety of non-profit organizations. Funders included foundations, local and state government, and corporate sponsorships.

Experience

November 2002 to present	Freelance Consulting Work, Sarasota, FL CyberArts Licensing LLC. Managed yearly tradeshow presence with a budget of \$350,000, generated marketing collateral Robertson Consulting. Grantwriting, research, document design Donn Clendenon. Fundraising collateral Various clients. Web design, grantwriting, web marketing, seminar writing. Please visit my client portfolio at www.kimnorthropconsulting.com
March 2002-October 2002	VP Customer Care. MariSafe, Sarasota, FL Develop and manage customer care process and customer care experience via primary distribution channel of website Develop and manage customer acquisition and customer retention programs
August 2001-Dec 2001*	VP Corporate Development. V3 Networks, Inc. Philadelphia, PA

Optimize revenue and develop new partnerships for web products

Product and project management.

**4th acquisition of original company. Retained and promoted each time. V3 Networks acquired the Women.com games division in August of 2001.*

Dec 1999-August 2001

Sr. Director Games. Women.com Networks, San Mateo, CA

Product manager/business owner for three games sites generating 100+ million impressions monthly with an annual budget of \$1.7 million.

15 direct reports, 350,000 subscribers, 4 major programming initiatives and 100 scheduled events monthly, \$100,000+ in prize fulfillment monthly

Develop and manage private label, affiliate and barter relationships

Develop, coordinate and support network promotions with Sales, Marketing and Membership

Develop and implement customer acquisition and retention programs

Women.com acquired World Gaming Corporation Dec 1999

Jan 1999-Dec 1999 Director Corporate Development. World Gaming Corporation Philadelphia, PA

Develop and manage all aspects of revenue generating products including:

Creation and marketing of three games sites generating 80,000,000 impressions monthly

Development of customer service, financial and operational infrastructure

Development of programming, marketing and advertiser relationships

Web site development and management

Business development for products

World Gaming Corporation acquired MPGN Jan 1999.

June 1997-Jan 1999

Marketing Research/Technical and Marketing Writer. Multi-Player Games Network (MPGN), Key West, FL

Generate company marketing, technical and corporate presentation materials.

Business development and proposals resulted in MPGN/AT&T GameHub relationship and acquisition by Interactive Entertainment in Dec 1998.

June 1995-June 1997

Head of Sysop Management, Game Manual Writer. MPGN.

Write game documentation, develop and manage customer service.

June 1992-1995

Executive Director, Cultural Preservation Society, Key West, FL

Manage not-for-profit corporation, with a budget of \$1,000,000 yearly.

Interface with local government, manage nightly Sunset Celebration, special event promotion as necessary.

Education

1987 BFA Eastern Kentucky University, Richmond, KY

1990 MFA Ohio University, Athens, Ohio