
KIMBERLIE DYKEMAN

p: 310 . 500 . 9587 e: kd@kimberliedykeman.com Austin, TX
w: puresoapbox.com ~ kimberliedykeman.com/blog
social / portfolios: [LinkedIn](#) [FB](#) [Twitter](#) [YouTube Channel](#) [Entertainment Résumé](#)

"An idea can turn to dust or magic depending on the talent that rubs against it." ~ William Bernbach

SUMMARY of CAPABILITIES

Independent thinker with over 15 years of proficiency in all aspects of business development, sales, strategy and project management, branding and marketing, public relations, C-Suite interrelations, operations, financial and administrative management. Visionary with strong entrepreneurial spirit; profoundly self-motivated, innovative, and eager to expand horizons beyond comfort zones. Leader with renowned communication and directional skills. Extremely articulate, creative and persuasive in speech, content and presentation. Exceptional interpersonal skills, client-focused service, attention to detail and organization.

- **Media Personality/Brand Ambassador:** 10+ years representing national and international companies and brands. Expertise in teleprompter, live TV, commercial/infomercial, topic/interviewee research, live TV, radio interviews, topic authority, motivational messaging, adlib, comedy.
- **Marketing/Branding:** Strategy development and execution integrating radio, TV, print, digital, social media, interactive, experiential, blogging, product packaging ideation, marcom collateral.
- **Creative/Production:** Ideation, script-to-screen production, crew building/management, talent booking.
- **Project Management:** Project planning and implementation, product launch, recruiting, issues resolution, linking business planning strategy and product definition, from RFP to delivery.
- **Sales:** In-person, e-commerce and broadcast sales experience of both retail product and services, both B2C and B2B. Proficiency with target market identification, account development and service.
- **Finance:** Financial reports and budgets, A/R and A/P, vendor contract management, negotiation skills.
- **Hard Skills:** MS Office Suite, CRM & CMS, social media profiles, networking, Google Suite, blogging, multiple open-source A/V editing platforms, understanding of SEO/SEM.

CAREER

KIMBERLIE DYKEMAN ENTERPRISES (KDE) – entrepreneurial endeavor since 1995

Develops media, web-based communications, consumer products and live events, and offers various consulting services. KDE converges entertainment with personal development, education & philanthropy. Kimberlie wears every hat: branding, marketing/PR, script-to-screen production, website development, social media/networking, product packaging, media/speaking booking, bizdev, sales, bookkeeping, employee hiring.

A. PRODUCER, MARKETING SPECIALIST, CREATIVE DIRECTOR, PROJECT MGR 2004 – PRESENT

Contracted internationally as Producer, Marketing Specialist, Creative Director, Writer, Media/PR liaison for TV and video productions, marketing/ad campaigns, live events, social media campaigns, media interviews, websites. Reputation as a spot-on, salient on-camera talent and businesswoman earns opportunities to also launch and steer projects. Swift to recruit/galvanize teams. Client list available; examples below and online.

IMMUNOLOGIC - Austin, TX –superfood supplement developer with internationally sources ingredients

Creative Consultant, Producer, Spokesperson 5/2013 –7/2013
Developed formulas for product videos for website relaunch, and sponsor-driven edutainment series for 25% increase in revenue. Responsible for Scripting, On-Camera Coaching, Brand Integration. Direct report: CEO.

PAINMASTER PRODUCTS – NY, NY- *North America owner & distributor of FDA-cleared pain products*

Creative Consultant, Marketing Director, Assistant Producer 11/2012 – 3/2013

Launched national infomercial, e-commerce site and social media platform in three months for pioneer product of start-up. Directed site development. Created user-gen video contest with product package integration. Hired/managed outside vendors. Responsible for Brand Identity, Positioning, Marketing. Direct report: CEO.

THE SURVIVAL KEY (startup) – Austin, TX – app for world’s largest resource of disaster preparedness content

Marketing Consultant, Researcher, Spokesperson 8/2012 – 1/2013

Responsible for Product Development, Marketing Ideation, Radio Concept for national launch. Direct report: CEO.

SPEEDSTREAM TV (startup) –Austin, TX- *wearable Communication Systems for live-streaming broadcast*

Marketing and Business Development Consultant, Producer 4/2012 – 1/2013

Responsible for revamping site content, defining Marketing Strategy, Brand Vision, Brand Identity, and Sales Tools for company relaunch. Developed Creative Division as key component to broadcast product. Direct report: CEO.

JayTV – NY, NY/Austin, TX – award-winning network television production company

Producer Directed crew and interviewed talent for two episodes of *Desperate Landscapes* (DIY Network). 2/2012

CONFIDA (startup) – Austin, TX - fraud investigation and B2B retailer of counterfeit detection devices

Creative/Marketing Director, Producer, Production Manager, Spokesperson 3/2011 – 1/2012

Launched e-commerce site, social platform, web-TV series and regional media campaign in six months. Responsible for Marketing Strategy, Brand Identity, Product Packaging, Sales Tools. Created and hosted training and marketing videos. Directed site design and build. Hired/managed all vendors. Direct report: CEO.

BESTFIT MEDIA (startup) –Austin, TX- *world-class mobile app and website developer*

Writer, Producer, Host 2008 – 2012

Represented company at major global conferences (InnoTech, Future of Television, SXSW) for online web series, Web2point0.tv, as revenue-generating initiative. Researched and performed hundreds of live interviews of international thought leaders for live streaming/web distribution. Direct report: CEO.

PHENIX & PHENIX PUBLICITY –Austin, TX– full-service literary publicity firm handling national media campaigns

Creator, Executive Producer, Media Coach, Host 8/2007 – 12/2010

Created production division- developed web-TV formula for published author interview series, *ShelfLife TV*, increasing revenue per client by 30%. Elevated Media Prep offering with on-camera coaching. Researched and performed all interviews. Hired/managed studio, crew and shoots. Direct report: Operations Director.

PLANE GUY PRODUCTIONS – Dallas, TX- *TV and video production company*

Producer, Talent Booker 5/2009 – 9/2009

Produced 5 full pilot episodes of *Live 2B 100* in three days. Responsible for Show Development, Scripting, Fact Checking, Talent/Guest Booking.

JOCELYN WHITE PRODUCTIONS – Dallas, TX/Austin, TX- *TV production company of home and garden shows*

Producer, Production Manager, Writer, Host 2004

Established Austin production hub. Launched special segment, “Million Dollar Homes”, as additional revenue stream for syndicated TV show, *Designing Texas* (FOX) and *Designing America* (HDNet). Researched and performed hundreds of interviews. Responsible for Coordinating crew and guests, Scriptwriting, Hosting, Editing Support.

KTBC Fox 7 Austin - Austin, TX – Austin news affiliate – 1st station established in Austin

Field Producer, Writer, Segment Host 2004

Created original morning health and fitness segments for morning new program. Responsible for Production Coordinating (crew and guests), Scriptwriting, Hosting, Interviewing.

B. ON-CAMERA PERSONALITY

2003 – PRESENT

Contracted internationally as TV Host, Interviewer, Spokesperson, Lifestyle Expert, Commercial Actor, Voice Artist and Model for TV programs, infomercials, marketing/ad campaigns, radio shows, live events, web series, print campaigns, websites. Interviews include Elton John, Andy Roddick, John Legend, Guy Kawasaki. Clients include FOX, ABC, GRB Ent., Troublemaker Studios, Emmis, CMT, ShopNBC; examples of variety below and 100+ online.

- *Paint Rocket (infomercial)* - Host Jordan Direct
- *6 Second Storage, Cryogen Knife & 5-in-1 Bed (int'l infomercials)* - Host Creative Nations International
- *National Flood Insurance/FEMA (int'l industrial)* - Spokesperson Tapwater Entertainment
- *Bank of Oklahoma, Nissan, Honda, Academy, USPS, HEB (commercials)* - Principal Various Production Companies
- *Odyssey Educational Program (video software)* – Voice Artist Compass Learning
- *Remember Love (network pilot)* - Host Berman Rummler Productions
- *The Bigger Picture with Kimberlie Dykeman (teaser)* Created, produced, hosted, pitched pilot. Selected by OWN as series option.

C. LIFESTYLE COACH, FITNESS SPECIALIST, MOTIVATIONAL AUTHOR & SPEAKER

1998 – 2013

Pioneered groundbreaking methodology with proven industry-specific strategies. First full-service, private Lifestyle Coaching practice in Austin. Evolved into trademarked brand of offerings across multiple platforms. Responsible for all business operations, marketing, branding, sales, finance and hiring/training.

Coaching: Hired by top technology leaders and entrepreneurs for companies ranging from VC firms to software developers. Decreased health issues and stress levels by 50%; increased productivity and job satisfaction by 33%.

Workshops/Speaking: Address productivity enhancement, stress management, career/life transition, goal setting, personal growth/motivation. Clients include Fortune 500 companies, nonprofits and colleges.

Product Development: *PURE SOAPBOX* (pub.2008). Motivational web video series and blog earned international subscription. Launched *SOAPBOX® Products with Promise* line- including Lifestyle Kit, journals, greeting cards.

Trademarks: SOAPBOX®, A.N.S.W.E.R.®

Media/Print: Contributor to regional magazines, online pubs, international radio programs and books, including: *What Would Dad Say?* by GL Hoffman and *The Personality Project: Women of Personality* by Rohit Bhargava.

EDUCATION/CAREER GUIDANCE:

- Binghamton University of New York *BA Liberal Arts Major: Literature/Rhetoric*
- Classes/internships with performance coaches, news stations, producers, and PR leaders 2002-present
- American Council on Exercise (ACE) 1995-2006; Chek Institute of CA, Correspondence Courses 2000-2006

COMMUNITY/PHILANTHROPIC PURSUITS:

- *Speaker, mentor:* RISE Austin, Austin Young Chamber, Apprentice Austin, College Forward, REEL Women
- *Volunteer, donor:* ARCH, Red Cross, Texas Food Bank, Salvation Army, Habitat for Humanity, Good Will, AMOA, Grace Covenant Church, Foundation for the Homeless, LIVESTRONG

ENDORSEMENTS:

“Never have I worked with a more dedicated, hard-working, self-motivated talented entertainer than Kimberlie. She brings the words on paper to life. She approaches every project with genuine zeal and natural energy. If you don’t believe someone can become your best friend in thirty seconds, watch Kimberlie in action!” - Randy Houston, Senior Counsel, NBC Sports Group

“Kimberlie is an active member of that select group of humans that know what they love to do, know what they do very well and live each minute of every day with passion and purpose. I’ve found her energy contagious, her ability to pick up and quickly understand new technologies impressive and her professionalism second to none!” - Rod Hamlin, Managing Director, Level 11

“I was blown away by her contagious energy, boundless curiosity and natural warmth. Whether it is to inform, inspire or entertain I wouldn’t hesitate to call on Kimberlie!” - Anil Jagtiani, Managing Partner, Banyan Co.

“Kimberlie is one of those rare treasures in the business world. Her energetic personality, dynamic presentation style and deep desire to make a difference in the lives and careers of others is inspirational and motivating.” - Steve Harper, Corporate Strategist, Best-Selling Author

