




KIM FOSTER
MARKETING + DEMAND GEN

**LinkedIn**
www.linkedin.com/in/kimberlyannfoster

**Phone**
281-772-9238

**Email**
kimfosterphoto@gmail.com

+ EMPLOYMENT

- Present

Fractional Demand Gen & Advisory
Currently offering fractional B2B demand generation consulting and marketing advisory services, with a focus on Account-Based Marketing strategy and execution.
- 2022-2023

Open Raven
Director, Demand Generation
As the Director of Demand Generation at Open Raven (Acquired by Formstack), I help our GTM team efficiently create, measure, and optimize campaigns that drive awareness, customer growth, and revenue.
- 2020-2022

Orca Security
Senior Manager, Demand Generation (ABM)
As Orca's second hire in the marketing department and first Account-Based Marketing (ABM) manager, I have worn every hat in the marketing org. Responsible for everything from orchestrating operational mar-tech tool migration and implementation projects, creating paid digital advertising and social strategy, demand gen campaign management, webinar and virtual event coordination, and building out our ABM strategy and target account list with sales.
- 2015-2020

Ziften
Director of Marketing
Responsible for driving inbound and outbound marketing efforts and marketing operations; including website management, branding, messaging, social, analytics, sales enablement, digital display advertising, KPI dashboards, automated engagement programs, and the creation of strategic lead gen campaigns—both online and offline.

+ EDUCATION

- 2010

Mass Communication, Advertising - B.A.
Manship School
Louisiana State University

+ PROFESSIONAL SKILLS

	average	good	skilled
Marketing Automation	●●●●●●●●		
Lead Generation	●●●●●●●●		
Account Based Marketing	●●●●●●●●		
Reports and Dashboards	●●●●●●●●		
Display/PPC	●●●●●●●●		
Social Media Marketing	●●●●●●●●		
Graphic Design	●●●●●●●●		
Copywriting	●●●●●●●●		
CSS/HTML	●●●●●●●●		
SEO	●●●●●●●●		
SFDC/Pardot/HubSpot	●●●●●●●●		
Demandbase	●●●●●●●●		
Google Analytics	●●●●●●●●		

+ PERSONAL SKILLS

	average	good	skilled
Project Management	●●●●●●●●		
Creativity	●●●●●●●●		
Organization	●●●●●●●●		
Communication	●●●●●●●●		
Team Player	●●●●●●●●		
Resourceful	●●●●●●●●		
Autonomous	●●●●●●●●		
Leadership	●●●●●●●●		