Kymberlaine Banks

Journalism
416 Kingsbridge Dr
Garland, TX 75040
United States

View the full portfolio at http://www.thecreativefinder.com/kymberlaine

Professional Experience and Curriculum Vitae
Passionate, articulate communicator harnessing social media to build and sustain deeper, more meaningful relationships.

Inspired to create community because it is the most powerful environment for innovation, creativity and harmony.

Leveraging intelligence, tools and technology to fulfill individual, organization and brand purpose.

I believe we are blessed with both the challenge and the responsibility to contribute to making the world a better place for each other.

Our talent is God's gift to us, how we use it is our gift to Him!

Previous Clientele
Please kindly get in touch for more information.

Awards and Accolades
Who I am
Passionate, seasoned, master of social media strategy development and execution. Confident leader and collaborator with proven track record. Agile project manager facilitating innovation with cross-functional internal and external teams. Articulate communicator, avid listener, creative problem solver, customer experience architect, technology evangelist.

Accomplishments
• Developed social customer care outsourcing practice from concept to delivering services across digital channels to multiple client verticals billing $300k in year one and >$500 year two
• Designed and tailored 11 client topic profiles targeted to deliver scalable, repeatable results for diverse clients with unique, specific customer experience goals
• Created customized brand strategy playbooks addressing people, process and technology for three clients specific to each ones unique business, environmental and industry challenges
• Managed monitoring, engagement, analysis and reporting for 1,000,000 posts/year
• Directed real-time events and campaigns to improve customer sentiment and engagement
• Recognized as national thought leader on social media customer care - presenting Social Media Best Practices at events including Frost & Sullivan Customer Contact East (April 2013); Verint Driving Innovation (June 2012); IARE (September 2012); TSIA TSW (November 2012)

What I know
Social Media Strategy ? Customer Experience Management ? Community Design and Management Social and Web Analytics ? CRM Knowledgebase Development ? Market Research ? Business Intelligence ? Content Strategy ? Customer Loyalty ? Web and Social Analytics ? Video

What I do
Create and execute social media strategy to help companies build mutually beneficial relationships with customers through engagement. Link business goals and customer

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