



"Nothing will **WORK**
unless you **DO**."
- Maya Angelou

Success demands action, not just wishes.

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SUMMARY

Dynamic executive brand leader with 15 years of global marketing experience, recognized for driving award-winning, culturally resonant partnerships and campaigns. Proven track record in leading cross-functional teams to deliver high-impact, human-first brand experiences that generate growth and strengthen brand affinity. Expert in integrating strategy, creative, production, media, and analytics to craft innovative content and partnerships that are both culturally competent and consumer-driven. A strategic thinker and storyteller passionate about uniting brands with people through authentic, results-driven marketing initiatives.

Strategic Brand Leadership | Multidisciplinary Expertise | Integrated Marketing & Partnership Development | Storytelling & Content Innovation
Team Leadership & Cross-Functional Collaboration | Business Development & Revenue Generation | Cultural Competency & Consumer Authenticity

WORK EXPERIENCE

Hero Media | Associate Vice President, Branded Content & Strategic Partnerships | January 2024 - Present

- Generated \$2MM in programming revenue by leading sponsorship and partnership strategies, including identifying, securing, and managing a portfolio of premium sponsorships through strategic negotiations and relationship management with key brand decision-makers.
- Spearheaded all partnerships, branded activations, and client relations for the inaugural Blackweek conference, managing 25+ sponsors and securing impactful partnerships that enhanced brand visibility and positioned Blackweek as a first-of-its-kind event.
- Designed and executed a high-impact sampling strategy for 6 leading brands, distributing over 5,000 branded items on-site to drive consumer engagement, amplify brand visibility, and align with key marketing objectives, resulting in enhanced brand awareness.
- Led cross-functional teams of 15+ to deliver bespoke brand experiences for over 500 guests at Cannes Lions, enhancing Hero Media's experiential presence and driving a 4X increase in on-site programming impact and a 5X increase in the partnership pipeline from previous years.
- Developed and executed a social media strategy for Cannes events, leading to a 300%+ increase in social engagement and a strengthened Hero Media presence across platforms.

Hero Collective | Associate Vice President, Branded Content & Strategic Partnerships | August 2021 - December 2023

Clients: General Motors

- Delivered culturally and emotionally resonant partnership programs for General Motors, leading to \$750K+ in multiyear, up-sell partnerships through innovative content and data-driven insights.
- Sourced, negotiated, and managed content creators, with a proven track record in contracting, asset delivery, and achieving results across both emerging and large-scale creators.
- Oversaw diverse planning and content teams, developing content & creator strategies that aligned with business objectives, consistently delivering branded programs that exceeded client expectations and boosted brand attributes, outperforming industry norms.
- Played a pivotal role in General Motors' commitment to Black-owned media, contributing to an increase from 2% to 4% of GM's ad budget allocated to Black-owned media from 2021 to 2022.
- Created and presented industry POVs, trend insights, and entertainment solutions to inform creative strategies that supported client marketing needs and business objectives.

FCB | Director of Engagement Planning | Chicago, Illinois | November 2020 - August 2021

Clients: Abbvie, Allergan, Groupon

- Led strategic communication planning, crafting consumer journeys, messaging frameworks, and integrated campaigns that connected audiences with the right message at the right time.
- Acted as a liaison between creative teams and media partners, ensuring seamless execution of big ideas across all channels, resulting in highly successful product launches.
- Served as a key member to new business wins through creative strategy development, idea generation, and media channel recommendations that secured global agency contracts.

Spark Foundry | Associate Director of Content | Chicago, Illinois | May 2017 - November 2020

Clients: Bel Brands, Daisy Brand, Crate & Barrel, Great Wolf Resorts, KFC, New York Life, Novo Nordisk

- Led cross-channel content strategy, creative ideation, and development for clients, managing a team of six to produce high-quality content that resulted in award-winning branded content recognitions including a Gold Promax, Silver Clio, and Telly Award for Best Branded Entertainment and Content.
- Expanded account responsibilities beyond media to include Communications Planning, based solely on my contributions and success with clients. This resulted in a more robust SOW, the addition of 2x FTE team members, and my promotion to a hybrid content/communications leadership role.
- Cultivated strong client relationships, which directly drove agency growth and increased the demand for the Content Practice, leading to expanded scope across existing accounts and strategic influence.
- Co-founded the agency's Cultural Fluency Taskforce, which launched a quarterly speaker series highlighting the role of inclusive marketing in business growth. The series drew over 300 attendees and became a key element of ongoing strategic planning, recognized by executive leadership.

Leo Burnett | Producer | Chicago, Illinois | June 2011 - May 2017

Clients: Allstate, ComEd, Delta Faucet, DeVry, Esurance, Fifth Third, Firestone, Hallmark, Kellogg's, McDonald's, Pfizer, Purina, WhiteWave

- Producer of content needs both domestically and internationally, through all stages of the production process including: scheduling, budgeting, vendor search & selection, bidding & negotiation, pre-production preparation, post management and asset release.
- Led the production of McDonald's successful social media rebrand, organically achieving 3.8MM impressions and 10.62% engagement.
- Managed integrated campaigns, such as DeVry University's brand relaunch, a \$1.5MM integrated production comprised of linear, digital, radio and OOH content.
- Established an efficient internal process for the production, management, and tracking of 3,000+ national and local radio spots for Allstate, streamlining operations and enhancing organizational efficiency, which continued to be utilized after my departure.

DraftFCB | Associate Producer | Chicago, Illinois | June 2010 - June 2011

Clients: Kmart, MillerCoors, Motorola, Nestlé, Qwest, SC Johnson, USPS

- Producer of all Miller Lite national radio from inception to delivery.
- Effectively managed all post production work for two national Coors Light television spots.
- Planned, coordinated & executed animatics, boardomatics, sizzle and award entry videos; budgets ranged from \$5K - \$60K.
- Responsible for updating and maintaining DraftFCB's production department intranet, accessible to over 200+ employees.

Kaleidoscope Digital | Associate Project Manager | Detroit, Michigan | January 2010 - June 2010

Clients: General Motors, Sprint

- Led the creative development and deployment of multiple email campaigns, collaborating closely with clients and cross-functional teams to ensure timely and high-quality deliverables.
- Managed projects for various website platforms, overseeing budgets ranging from \$8K to \$50K, and supporting content development for local and national initiatives for Buick, Cadillac, Chevy, and GMC.
- Initiated and executed the creation of video tutorials to enhance team efficiency in content management systems, leveraging technology to streamline training processes and reduce reliance on traditional employee trainers.

Campbell-Ewald | Associate Content Producer | Warren, Michigan | June 2009 - January 2010

Clients: General Motors, OnStar, US Navy, USPS, UMHS

- Produced all national radio campaigns for Miller Lite, managing projects from inception to delivery to ensure consistency and brand alignment. Oversaw post-production for two national Coors Light television spots, effectively coordinating timelines and quality control to deliver impactful results.
- Planned, coordinated, and executed animatics, boardomatics, sizzle reels, and award entry videos, managing budgets ranging from \$5K to \$60K and ensuring high-quality deliverables.
- Streamlined production operations by updating and maintaining DraftFCB's production department intranet, enhancing accessibility and communication for over 200 employees.

EDUCATION

Bachelor of Journalism | Emphasis in Advertising & Strategic Communication
Minor in Business Administration | University of Missouri, Columbia, MO

AWARDS & RECOGNITION

Gold, Promax Award
Gold, DTC National Award
Silver, Telly Award
Silver, Clio, Branded Entertainment and Content
Gold, Silver & Bronze ADDY Awards
Gold Effie, Bronze Shark, Bronze Young Guns
Interpublic Group InterAct Associate Fellowship