

# KIM J. MERCER

CONTENT & PARTNERSHIPS EXECUTIVE |  
BRAND STRATEGY + STORYTELLING INNOVATION

## CONTACT

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## EDUCATION

### University of Missouri, Columbia, MO

Bachelor of Journalism, emphasis in  
Advertising & Strategic Communication

Minor in Business Administration

## SKILLS

- Strategic Brand Partnerships & Negotiation
- Narrative Ecosystem Development
- Content & Platform Innovation
- Creator & Talent Strategy
- Experiential & Event Marketing
- Integrated Go-to-Market Planning
- Cross-Functional Team Leadership
- Revenue & Sponsorship Growth
- Client & Stakeholder Engagement
- Cultural Storytelling Expertise

## AWARDS & HONORS

- Promax Gold
- Clio Silver
- Telly Award
- DTC Gold
- ADDY (Gold, Silver & Bronze)
- Effie Gold
- IPG InterAct Fellow

## ABOUT ME

Executive marketing leader with 15+ years of experience building branded content ecosystems, strategic partnerships, and cross-functional campaigns that drive measurable impact. Proven expertise in storytelling innovation, creator strategy, and global activations across media, tech, and culture. Recognized for turning insights into platform-scalable solutions and leading teams that deliver results across product, marketing, and experiential channels.

## PROFESSIONAL EXPERIENCE

### VP, Branded Content & Strategic Partnerships

Hero Media | Jan 2024 - Present

- Secured \$3M+ in partnership revenue and 5X pipeline growth by delivering end-to-end cultural activations at Blackweek and Cannes Lions, combining experiential and content storytelling with data-backed insights to boost brand visibility and impact.
- Built and executed integrated storytelling ecosystems across branded content, live experiences, and social, driving 4X user engagement and 30% higher media ROI.
- Developed repeatable partnership playbooks and creative frameworks for talent onboarding, content delivery, and brand experiences, reducing time-to-launch by 35%.
- Served as senior client lead across 25+ global partners, negotiating terms and managing all communications, creative alignment, and cross-functional delivery to ensure long-term brand impact.

### VP, Branded Content & Strategic Partnerships




Hero Collective | Aug 2021 - Dec 2023

- Delivered \$5M+ in multiyear brand partnerships for General Motors by negotiating strategic agreements and developing insight-led, performance-optimized content strategies rooted in cultural relevance and brand growth priorities.
- Created scalable branded content frameworks and activation toolkits used across multicultural campaigns, helping GM double its investment in diverse-owned media.
- Directed integrated creator programs from sourcing through delivery, increasing campaign engagement by 45% across paid and owned channels.
- Collaborated with agency and client-side teams to maintain brand consistency, optimize timelines, and ensure delivery across multiple touchpoints.

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## ABOUT ME

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## PROFESSIONAL EXPERIENCE CONT.

### Director, Engagement Planning

FCB Chicago | Nov 2020 - Aug 2021

- Defined full-funnel consumer messaging strategies for health and tech brands, improving engagement and audience segmentation outcomes.
- Partnered with executive clients to evolve briefs, strengthen brand narratives, and align integrated efforts across channels.
- Contributed to new business pitches that led to multimillion-dollar wins through compelling storytelling frameworks and insight-led targeting.

### Associate Director, Content & Comms Planning

Spark Foundry | May 2017 - Nov 2020

- Led award-winning branded content campaigns for Fortune 500 brands, recognized by Clio, Promax, and Telly Awards.
- Co-created Spark's Cultural Fluency Taskforce, producing DEI-centered campaigns and internal training reaching 300+ employees.
- Helped expand agency remit by delivering client strategy and negotiating expanded scope, resulting in 2X additional full-time resources for the business.

### Producer

Leo Burnett | June 2011 - May 2017

- Managed integrated production for category-leading global brands, negotiating vendor agreements and overseeing budgets from \$500K to \$2M across domestic and international markets.
- Led social rebrand of McDonald's, generating 3.8M organic impressions and 10.6% engagement.
- Coordinated vendors, creative teams, and agency partners to deliver content that matched brand voice and quality expectations.

*CURATION OVER CLUTTER. UNLISTED ROLES ALSO HELPED SHAPE MY STORY (AND I'D LOVE TO TELL IT). LET'S TALK.*