

KIM J. MERCER

CREATIVE STRATEGY, PARTNERSHIPS & EXPERIENCES LEADER

CONTACT

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EDUCATION

University of Missouri, Columbia, MO

Bachelor of Journalism, emphasis in
Advertising & Strategic Communication

Minor in Business Administration

SKILLS

- Creative Strategy & Cultural Insight
- Production & Execution
- Branded Content & Narrative Development
- Creator, Talent & Influencer Strategy
- Audience Engagement & Community Activation
- Experiential & Live Event Leadership
- Strategic Partnerships & Negotiation
- Data-Informed Strategy & Audience Insight
- Creative Team Leadership & Mentorship
- Executive Stakeholder & C-Suite Engagement

AWARDS & HONORS

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

ABOUT ME

Creative and strategic leader with 15+ years of experience across creative agencies, media, and publishing, building ideas, partnerships, and entertainment-led experiences that connect brands with people. Guide ideas from cultural insight to launch across branded content, influencer marketing, sponsorships, integrated campaigns, and live events, combining B2B and consumer expertise to deliver work that resonates with audiences and drives measurable business results. Skilled in data-informed strategy, end-to-end production, and leading creative teams, with a record of influencing C-suite decision-makers to unlock growth.

PROFESSIONAL EXPERIENCE

Director, Creative Strategy

Influential | Mar 2026 - Present

- Lead creative strategy across a portfolio of 26+ brands in healthcare, CPG, QSR, retail, luxury, travel, and financial services, guiding creator-led and integrated social programs from brief through execution.
- Stood up a new team of five, including three Associate Directors, within six months of joining, and manage staffing, account assignments, professional development, and creative quality.
- Originate proactive ideas and new business pitches that have opened new opportunities for the agency, carrying concepts from pitch through on-set production and creator talent management.

VP, Branded Content & Strategic Partnerships

Hero Media | Jan 2024 - Nov 2025

- Scaled Hero's flagship tentpoles (Cannes Lions and Blackweek), delivering 100% year-over-year revenue growth and an 80% increase in sponsorship participation through integrated storytelling, elevated brand experiences, and partnership strategy.
- Generated more than \$3M in partnership revenue by managing the full partnership lifecycle from pitch and negotiation through activation and measurement, spanning branded content, influencer collaborations, and experiential activations.
- Built and optimized scalable partnership systems and toolkits that streamlined collaboration across sales, media, and production – accelerating sales cycles, improving delivery speed, and elevating execution quality.
- Produced high-visibility activations and storytelling moments that garnered press coverage and audience engagement across digital and live platforms, reinforcing partner brand narratives.

PROFESSIONAL EXPERIENCE CONT.

Senior Director, Branded Content & Strategic Partnerships

Hero Collective | Aug 2021 - Dec 2023

- Delivered \$5M+ in multiyear partnerships for General Motors, negotiating strategic agreements and developing performance-driven content rooted in cultural relevance and business growth.
- Built insight-driven content systems that doubled GM's investment in diverse-owned media and strengthened its multicultural marketing strategy.
- Led integrated content and creator programs across linear, digital and social platforms, improving collaboration and boosting cross-channel engagement.
- Partnered with agency and brand teams to align strategy and execution, leveraging data-led insights to strengthen creative outcomes, improve delivery, and drive continuous program optimization.

Director, Engagement Planning

FCB Chicago | Nov 2020 - Aug 2021

- Defined full-funnel messaging strategies for health and tech brands, improving engagement and strengthening audience segmentation.
- Partnered with executive clients to evolve briefs and sharpen brand narratives, ensuring alignment across integrated campaigns and channels.
- Contributed to new business pitches that secured multimillion-dollar wins by developing storytelling frameworks and insight-led targeting strategies.

Associate Director, Content & Communications Planning

Spark Foundry | May 2017 - Nov 2020

- Led a cross-functional team across strategy, insights, creative, and media to build integrated content programs, from upfront strategy and concept development to co-creation with media partners and full campaign delivery.
- Developed talent and influencer strategies that connected brands to culture and strengthened campaign storytelling through authentic creator integration.
- Produced branded content recognized by Clio, Promax, and Telly Awards for creative excellence and cultural relevance.
- Co-created the Cultural Fluency Taskforce, delivering agency-wide training for 300+ employees to embed cultural intelligence into campaign development and client strategy.

Producer

Leo Burnett | June 2011 - May 2017

- Led integrated production across multi-market campaigns with \$2M+ budgets, overseeing agency teams, external vendors, and international partners to ensure creative integrity and operational precision from brief through final delivery.
- Spearheaded a social brand transformation campaign for a global QSR client, repositioning the brand with younger audiences and generating 3.8M organic impressions and 10.6% engagement at launch.
- Directed creative development and production workflows across cross-functional teams and external partners, ensuring high-quality content that aligned with brand strategy and elevated creative standards.