

KIM J. MERCER

PARTNERSHIPS, CREATOR & CULTURAL EXPERIENCES LEADER

CONTACT

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- kimjmercer.com
- linkedin.com/in/kimjmercer/

EDUCATION

University of Missouri, Columbia, MO

Bachelor of Journalism, emphasis in Advertising & Strategic Communication

Minor in Business Administration

SKILLS

- Strategic Partnerships & Negotiation
- Integrated Marketing & Go-to-Market Strategy
- Branded Content & Narrative Development
- Experiential & Cultural Platform Leadership
- Creator, Talent & Influencer Strategy
- Executive Stakeholder Engagement & Relationship Management
- Revenue Growth & Sponsorship Innovation
- Cross-Functional Team Leadership & Mentorship
- Cultural Storytelling & Consumer Insight
- Scalable Partnership Frameworks & Operational Excellence

AWARDS & HONORS

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

ABOUT ME

Executive partnerships and brand experiences leader building culturally rooted platforms that connect brands, creators, and communities. I sit at the intersection of storytelling, partnership strategy, and experiential, translating insight into integrated programs that span content, creators, live experiences, and media. Known for pairing big ideas with operational precision, I lead end-to-end partnerships from strategy and negotiation through execution and measurement, creating brand moments that resonate culturally and perform commercially.

PROFESSIONAL EXPERIENCE

VP, Branded Content & Strategic Partnerships

Hero Media | Jan 2024 - November 2025

- Scaled flagship tentpoles including globally recognized Cannes Lions and Blackweek, strengthening brand positioning through culturally resonant partnerships, creator collaborations, and experience-led programming.
- Built partnership operating systems and cross-functional toolkits aligning Sales, Brand, Media, PR, Legal, and Production, reducing friction across teams and accelerating execution across content, creator, and experiential activations.
- Led end-to-end partnerships from strategy and negotiation through execution and reporting, aligning cross-functional teams and driving measurable, compliant outcomes.
- Generated \$3M+ in partnership revenue, driving 100% year-over-year growth and an 80% increase in sponsor participation through integrated storytelling and experience-led collaboration.

AVP, Branded Content & Strategic Partnerships

Hero Collective | Aug 2021 - Dec 2023

- Secured and grew \$5M+ in multi-year partnerships by translating cultural insight into performance-driven content ecosystems that strengthened brand relevance and accelerated business growth.
- Built insight-driven content systems that doubled GM's investment in diverse-owned media and strengthened its multicultural marketing strategy.
- Led creator and entertainment partnerships across linear and social platforms including YouTube, Instagram, Facebook, TikTok, and Twitch, improving cross-channel engagement and elevating cultural relevance.
- Partnered with agency and brand teams to align strategy and execution, leveraging data-led insights to improve creative effectiveness and program performance.

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PROFESSIONAL EXPERIENCE CONT.

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 multimillion-dollar new business wins by developing storytelling frameworks and insight-led targeting strategies that strengthened pitch narratives and differentiated the agency.

Associate Director, Content & Comms Planning

Spark Foundry | May 2017 - Nov 2020

- Led a cross-functional team across strategy, insights, creative, and media to build integrated content and creator programs from concept through full campaign delivery.
- Developed creator strategies and concepts that connected brands to culture and strengthened campaign storytelling through authentic talent integration.
- Produced branded content recognized by Clio, Promax, and Telly Awards for creative excellence and cultural impact.
- 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 for McDonald's, repositioning the brand with younger audiences and driving 3.8M organic impressions with a 10.6% engagement rate 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.

EARLIER CAREER ROLES ALSO SHAPED MY APPROACH TO BRAND STORYTELLING AND PARTNERSHIPS. LET'S CONNECT TO CHAT DETAILS!