

KIM J. MERCER

EXECUTIVE PARTNERSHIPS & BRAND MARKETING LEADER

CONTACT

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- 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 & Event Marketing Leadership
- Creator, Talent & Influencer Strategy
- Client Engagement & C-Suite Relationship Management
- Revenue Growth & Sponsorship Innovation
- Cross-Functional Team Leadership & Mentorship
- Cultural Storytelling & Consumer Insight
- Scalable Partnership Frameworks & Sales Enablement

AWARDS & HONORS

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

ABOUT ME

Creative and program leadership executive driving multi-million-dollar partnerships, branded content, and experiential activations for Fortune 500 brands. Combine B2B and consumer expertise to craft campaigns that resonate with audiences, deliver measurable business results, and power data-informed partnership strategies. Skilled in building high-impact sponsorships, shaping integrated marketing programs, and influencing C-suite decision-makers to unlock growth. Passionate about helping brands connect with consumers through storytelling and experiences that inspire action.

PROFESSIONAL EXPERIENCE

VP, Branded Content & Strategic Partnerships

Hero Media | Jan 2024 - Present

- 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.

VP, 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.

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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 new business pitches that secured multimillion-dollar wins by developing storytelling frameworks and insight-led targeting strategies.

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 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

- Managed integrated production for Fortune 500 companies, overseeing \$2M+ budgets and delivering campaigns produced domestically and internationally, coordinating with local vendors and teams to ensure consistency across markets.
- 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.

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