

Kim Goldstone

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Experienced communications professional with more than twenty (20+) years of marketing and corporate communications and eight (8) years talent acquisition experience for top-tier companies in entertainment, professional services, software and legal. 20+ years of overall team management experience (marketing, operations, talent).

Expert proficiency in internal and external corporate communications, creating and editing original copy for communications channels such as digital and print ads, press releases, bylined articles, email, web pages, blogs, presentations, public statements, employee announcements, newsletters, brochures, videos, speeches and award nominations.

Expertise in managing and mentoring teams of up to 35 in multiple locations across the US, within marketing, corporate communications and talent acquisition.

Strong in leveraging technology with expert proficiency in Microsoft Office 365, LinkedIn RPS Pro, Adobe Photoshop and Illustrator, WordPress, UX/UI, Website Design and Management, iCIMS, ADP, Workday, UltiPro, Salesforce, PC and Mac environments.

Strong leadership and business development skills; adept at generating new business and managing attrition.

EXPERIENCE

SEPTEMBER 2018 – PRESENT

Managing Partner – VP of Marketing and Recruiting | Reverie Talent Group | United States

(Please note: Gold Recruiting Partners/ Reverie Talent Group closed in July 2024 after our relocation to Kentucky.) Responsible for managing the team, business development, marketing and recruiting for 500+ requisitions/ roles in six years. Responsible for managing relationships and recruiting/ sourcing for more than 30 US and global law firms, casinos and corporations. Consistent success in placing for clients located in New York City, St. Louis, Toronto, Vancouver, Kansas City, Louisville, Southern California, Chicago and Los Angeles – across all North American time zones. Created strategic, effective, impactful copy for a variety of external and internal communications channels, including digital and print ads, email, job postings, web pages, blog posts, bylined articles, presentations, press releases, public statements, employee announcements, employee newsletter, product brochures, videos, and more. Built and managed an employee intranet via Sharepoint and managed company gifts, awards and apparel. Additionally, sourced and placed on more than 250 high level openings for clients across the US and Canada.

MAY 2016 – SEPTEMBER 2018

Branch Manager | Robert Half Legal | St. Louis, Toronto and New York City

Responsible for the leadership of three offices of Robert Half Legal and overseeing direct-hire, permanent placement recruiting on contracts for Fortune 500 company while managing more than 30 employees and production for St. Louis, Toronto and New York City markets. Leveraged marketing and sales skills into a strong business development program and mentored Recruiting Managers in over 10

markets. Built and managed relationships with nearly 50 national, global and regional law firms. Number-two nationwide legal recruiter on permanent placements (2018).

MAY 2014 – JANUARY 2016

VP of Marketing and Communications | EllieMae (NYSE: ELLI) | Pleasanton, CA

Responsible for all aspects of marketing, business development, creative, brand management and corporate communications for nation's leading web-based CRM software company (SAAS). Responsible for complete rebranding of company (2014) to position it for acquisition – including total brand presence (web, print, collateral, sales tools, trade shows, trade associations, social media, market positioning, corporate identity, PPC, Google Analytics and SEO.

JUNE 2013 – MAY 2014

VP of Marketing | West Community Credit Union | St. Louis, MO

Responsible for marketing and creative for a credit union with branches in St. Louis, O'Fallon, Kirkwood and Columbia, MO. Member of Senior Leadership Team. Specifically responsible for consistent brand image and relaunch (2013), trends and managing an in-house team. Responsible for drafting and executing annual marketing plan and all media buying as well as coordination of media in areas such as billboard, digital, mascot development and mass production, radio script writing, television spot producing, magazine, newspaper and email marketing. Core competencies include creative and implementation of strategic short-term and long-term sales initiatives and customer segmentation for specific campaigns.

NOVEMBER 2007 – JANUARY 2011

VP of Marketing | Stern Brothers & Co. Investment Banking | United States

Responsible for marketing, HR and public relations/ internal and external communications, branding efforts and business development for nationwide firm with headquarters in St. Louis and locations in Chicago, Los Angeles, Dallas, Tampa, Denver and Kansas City. Responsible for 35% Firm growth in one year and managed all marketing/PR/development budgets. Responsible for marketing plan and branding initiatives in seven DMAs across the country and in numerous other areas for sales support. Responsible for the design, creation and launch of new Firm website, and all creative responsibilities including collateral pieces, electronic newsletters and all print advertising. Reported to CEO.

MAY 2004 – NOVEMBER 2007

Director of Marketing | Glen Echo Country Club | St. Louis, MO

MAY 2001 – JANUARY 2003

Director of Marketing | The Walt Disney Company/ ABC Radio | St. Louis, MO

MAY 2004 – NOVEMBER 2007

Director of Marketing | Glen Echo Country Club | St. Louis, MO

EDUCATION

Bachelor of Arts in Communications | Truman State University | Kirksville, MO

Master's Certificate in Executive Leadership | Cornell University Online