
Janet Kimmel

Marketing Communications Professional

Ramsey, MN

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PROFESSIONAL SUMMARY

Experienced leader in social media, design, project management, writing, e-newsletters, website creation and content management. Strong written and oral communication skills. Excellent customer service skills working with stakeholders. Organized, attentive to details, committed to follow-through, able to prioritize, and own/lead projects.

SKILLS

- Project management
- Digital marketing
- Medical device marketing
- Public relations
- Social Media Management
- Meltwater, Hootsuite
- Photography
- Adobe Acrobat, Photoshop, InDesign
- Canva
- Editing
- AP Style
- Basic HTML
- Google Suite
- Branding
- iContact, SwiftK12
- Blackboard, WordPress, Finalsite, Civic Plus
- Microsoft Office
- iMovie
- Box
- MasterControl
- Veeva Vault
- Pardot

EXPERIENCE

Abbott (formerly Cardiovascular Systems, Inc.), St. Paul, MN - Digital Marketing Specialist

MARCH 2022 - PRESENT

- Legacy CSI's community social media manager.
- Leading Pardot email campaigns with product marketing.
- Provides key metrics and social listening for Legacy CSI social channels.
- Designed graphics/videos and copy for social media via Legacy CSI channels.
- Provides support with CSI's website, as needed.
- Project manager for CSI's industry-leading patient advocacy program, Take a Stand Against Amputation®, to raise awareness of peripheral artery disease.
- Works cross-functionally with other departments to ensure digital content is accurate, timely, on-brand and compliant.
- Increased Legacy CSI social media posts to 5-7 per week and followers.
- Provided social media training to the sales field to increase field engagement.

St. Anthony-New Brighton Schools - Communication Coordinator (shared position with City of St. Anthony)

SEPTEMBER 2019 - MARCH 2022

- Launched new district and school websites.
- Provided strategic communication support and guidance.
- Created and managed content for social media and websites.
- Created and implemented the district's communication plan.
- Provided branding consistency for district communication channels.
- Editor of quarterly newsletter and School Board Meeting recaps.
- Provided crisis messaging.

City of St. Anthony, MN - *Communication Coordinator*
(shared position with St. Anthony-New Brighton)

SEPTEMBER 2019 - MARCH 2022

- Produced, created and managed content for City social media platforms.
- Created content for the City website.
- Created the City communication plan.
- Provided communication guidance and messaging.
- Editor of City quarterly newsletter, *Village Notes*.
- Improved overall look, layout, standards of *Village Notes* newsletter.
- Video creation and production.

Anoka-Hennepin Schools, Anoka, MN - *Communication and Public Relations Assistant*

JULY 2016- SEPTEMBER 2019

- Produced and managed content for social media and websites.
- Managed presentations and *Action of the School Board* publication.
- Created various communication plans for launches and campaigns.
- Responsible for layout and publishing weekly e-newsletters.
- Member of multiple district committees.
- Managed the annual release of the Student Policy Handbook.
- Responsible for monitoring news and social media.

Ottobock, Minnetonka, MN - *Marketing Communications Specialist*

JULY 2007- OCTOBER 2011

- Collaborated with marketing and CMO on a variety of tasks and projects.
- Event, meeting and tradeshow support/management.
- Provided literature fulfillment and graphic support.
- Assisted with ad creation and management.
- Helped manage company websites.
- Assisted with communications during acquisitions.

ADDITIONAL EXPERIENCE

- Created a WordPress site for Sarah's...An Oasis for Women, a local non-profit.
- Pro bono website consulting and writer for Dress for Success Twin Cities.
- Managed website content for the Progressive Education Network (PEN).

EDUCATION

St. Catherine University, St. Paul, MN - *Bachelor of Science, Communication Studies, cum laude* [2013-2015]