

Kimberly Hansteen

KIMBERLYDIAZGOMEZ.COM



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BACHELORS OF FINE ARTS

FLORIDA ATLANTIC UNIVERSITY 2010 - 2015

Design tools

Figma | Photoshop | Illustrator | After Effects | Premiere Pro | Lightroom | Indesign | Media Encoder | Keyshot | Wordpress | Webflow | Wix | Sketch | Midjourney | Firefly

Marketing tools

Google Analytics | Mailchimp | Hubspot CRM | SEO | Facebook for Business | LinkedIn Business | Microsoft Office | Google Suite | ChatGPT

Language: English | Native Spanish | Native Norwegian | Intermediate

PROFESSIONAL EXPERIENCE

DISRUPTIVE TECHNOLOGIES | oslo, norway

Develop and design a brand guide that embodies the company's vision and mission
Manage relationships with external vendors, including PR agency, freelancers and other creative partners
Work closely with Sales and Product teams to ensure consistent messaging across all marketing channels
Design compelling content and campaign strategies
Develop and manage all visual assets for events, sales collateral, and outbound material
Responsible for product and use-case photography and videography
Design and oversee a comprehensive event and PR strategy
Review and finalize investor decks and quarterly reports for board members to ensure assets reflect the brand
Manage the marketing interns to ensure they learn and achieve personal and professional goals
Review and analyze brand performance and KPIs

VCCLERK | oslo, norway

Developed a visual identity
Created and monitor google ads, analytics and various social profiles
UX and daily maintenance of the website and webshop
Developed go to market strategies for various product updates
UX design for certain components of the product
Written and visual content development for social media and website
Customer onboarding for co-marketing initiatives
Organized and host demos for potential customers

AAP AVIATION | oslo, norway

Designed, produced and published content for company website, social media, and other media platform
Production of digital and print marketing material
UX and daily maintenance of the website
Lead strategy groups regarding longterm B2B marketing efforts
Coordinated, produced and run quality assurance through frequent newsletters
Ensure comprehensive communication across all sections through close collaboration with various interim departments

KIM KREATIVE | oslo, norway

Provided design and marketing services
Engaged in production work for event companies
Provided services related to photography, video editing, and graphic design
UX design for startups in various industries

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LIVING ALFRESCO | miami, florida

Designed promotional signs, pamphlets, ads, and brochures
Updated social media accounts and company website
Designed and sent out newsletters and email campaigns
Photographed merchandise and client spaces
Participated in making furniture sales
Communicated regularly with clients, designers, and vendor

HEAD OF BRAND MARKETING

Dec 2022 - current

INHOUSE GRAPHIC DESIGNER

Jul 2021 - Dec 2022

DIGITAL MARKETING MANAGER

Nov 2020 - Jul 2021

CONTENT PRODUCER

Jun 2018 - Nov 2020

SOLE PROPRIETOR

May 2016 - Jul 2018

GRAPHIC DESIGNER MARKETING COORDINATOR

Mar 2014 - Aug 2015