

**Kimberly K. McAninch**  
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### **BENEFITS**

I will represent and market your company with exceptional interpersonal skills, loyalty and professionalism. I am the incoming President of Society for Marketing Professional Services Northeast Ohio (SMPS), an organization of marketing and business development professionals. I offer a competitive advantage in positioning your company successfully in the marketplace with current knowledge of networking, business intelligence, and research.

### **7/08-9/09 R.E. Warner & Associates, Inc. Westlake, Ohio**

An engineering firm offering structural, mechanical/HVAC, civil, process and piping, industrial, environmental, electrical, survey and architectural services to government, commercial, automotive and manufacturing, power generation, chemical processing and metal and production processing entities.

- Assist with the development of major proposals, presentations and brochure materials.
- Track company-wide Marketing efforts for the Business Development Manager.
- Prepare and distribute Change Orders for contracts for existing jobs and close projects.
- Monitor and distribute all postings, which result in preparation of qualifications and proposals.
- Send transmittals/design documents.
- Answer phone; greet guests-primary representative for the company, which is comprised of eighty employees.
- Insure proper management of Applicant Flow Log.
- Coordinate administrative duties related to general business operations including but not limited to mail distribution, general correspondence, faxes, meeting schedules/calendar, planning special events etc.
- Assist editing and publication of business unit newsletter and any other publications.
- Prepare and maintain organization charts for business unit.
- Manage United Way Campaign, employee opinion survey and service award programs.
- Identify opportunities to support organizational initiatives, develop communication materials and programs to promote and publicize these activities such as writing the company's Hiring Procedures, Affirmative Action Program and Equal Opportunity Plan.

### **11/06-10/07 Wolf Maison LTD Cleveland, Ohio**

Project history includes restoration and renovation, light industrial and health care.

### ***Director of Marketing & Sales***

- The first person in the Marketing position for this Architecture and Design firm.
- Created the first marketing plan for this firm including mission, research and evaluation, and sales and marketing strategies designed to increase name recognition, network opportunities, and projects directed towards the goals and vision.

- Developed, managed, and guided marketing activities.
- Conducted all meetings as they pertained to firm information and selling proposition.
- Support included creating collateral materials such as resumes and project information sheets, targeted mailings for niche business, PowerPoint presentations, in-progress and completed project photography, as well as generation and management of Statements of Qualifications and Proposals, and continual research of market conditions managed in Excel.
- Created the entire site, wolfmaison.com including text, limited photography, organization and coordination with designer.
- Interior Design services as needed.
- Sole Administrative Manager in this office of five. Responsible for all activities related to the accounting of the business using QuickBooks.

**5/03–6/06 DANFORD & PERRY LTD Rocky River, Ohio**

Manufacturer of a line of products for the specialty food market.

***Owner***

- Solely developed recipes for a line of three shelf-stable vanilla sauces produced and warehoused in Athens, Ohio at ACENet (Appalachian Center for Economic Networks),.
- A member of NASFT (National Association of the Specialty Food Trade).
- DANFORD & PERRY LTD products were marketed in over 80 stores and 10 states. This one-of-a-kind product was marketed as classic, of lasting significance and recognized worth.
- DANFORD & PERRY LTD has been featured in the Plain Dealer's Sunday Magazine, the Home & Garden Show in Columbus, Ohio and Del's Folks on WKYC-TV.
- Skills gained from this entrepreneurial experience included development of the business plan, knowledge of food technology, research and development, marketing, supply chain management, advertising, management of production crew and food brokers, communications skills through in store demonstrations, and writing and design of POP materials and the Website which contained original recipes, photos, and ideas for use.

**5/00–5/03 AODK, Inc. Cleveland, Ohio**

Architecture Office of David Krebs located on Public Square. Range of clients include: religious/churches, building preservation/adaptive re-use, interior/retail/boutique, residential, commercial, industrial.

***Head of Interiors***

- Complete interior design/finish selection/furniture packages of corporate, retail and industrial development.
- Collaboration at the onset of each project with four full-time architects.
- Responsibilities included presentations, AutoCAD design and documentation, architectural rendering, and management of architecture library.
- Projects viewable on Aodkinc.com include Sherwin-Williams, Muddy Waters Café, Sky Salon, Knuth Stores, Waite Funeral Homes, and Liberty Street Commons in Wooster, Ohio.

**8/88–01 Self-Employed**

Owner of wallpaper and fabric design business working with many area design companies

***Designer***

- Highlighted by exclusivity with Imperial Home Décor Group for nine years.
- Concept, research, design, and color specifically to fabric and/or wallpaper.

- Original designs and coordinates to existing products by companies such as: Eddie Bauer, Perry Ellis, Laura Ashley, KidsLine, Covington, Croscill, Richloom, Westpoint Stevens, and Mary Emmerling.
- Retail stores included Sherwin-Williams, Target, Montgomery Ward, K-Mart, Wal-Mart, and J.C. Penney.
- Worked on all divisions (labels) within the Imperial Corporation.

**SOFTWARE** Microsoft Word, Microsoft Excel, Microsoft Publisher, QuickBooks, basic Web page design/maintenance, AutoCAD design

**EDUCATION** Miami University -Bachelor of Fine Arts in Surface Pattern Design, 5/86

**VOLUNTEER** **President, Society for Marketing Professional Services Northeast Ohio** (8/09-8/10)  
 Involvement in SMPS creates business opportunities for 5,000 design and building companies. Companies tap into a powerful national and regional network to form teams, secure business referrals and intelligence, and benchmark performance. Established in 1973 by a group of firm owners, SMPS is the only organization dedicated to building business in the A/E/C industry.

**President Elect, Society for Marketing Professional Services Northeast Ohio** (6/07-9/09)

**Programs Committee Chair, Society for Marketing Professional Services Northeast Ohio** (6/07-present)

**Secretary, Ohio Horseman's Council - Medina Chapter** (1/08-1/10)