**Kimberly Gleason**

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**OBJECTIVE**

Seeking a challenging career in management, business development and marketing, or leadership development and coaching, particularly in the nonprofit sector, to enhance and achieve the organization’s strategies and goals.

**SUMMARY OF QUALIFICATIONS**

Certified career and executive leadership coach, trainer, published author, and marketing expert who is committed to personal and professional development, growth, and excellence. Proven track record of strategic planning, leadership and staff development, designing and implementing program curriculum, teaching, marketing and business development, public relations and social media expertise, and partnering with clients to achieve individual and organizational objectives. Energetic self-starter with superior creative, organizational, and written and oral communication skills.

**SELECTED CAREER HIGHLIGHTS**

* Designed and implemented numerous coaching, leadership development, and mentoring programs
* Trained hundreds of business and nonprofit leaders in coaching skills
* Conducted dozens of workshops for churches, businesses, non-profits, and associations on topics such as leadership, employee engagement, life purpose and career direction, work-life balance, stress management, goal-setting, communication, listening skills, and vision and mission
* Authored over 80 magazine and newspaper articles, as well as a book chapter on marketing
* Interviewed by and featured in *The Grand Rapids Press, Grand Rapids Magazine, Take 5 TV, Women’s Lifestyle Magazine, West Michigan Woman Magazine, abc’s WZZM13 News, and WGVU’s Business Happens in Heels* radio program
* Provided coaching and strategic direction for Beautiful Womanhood, a nonprofit, landing its founder, Sandy Ralya, a 3-book publishing contract and exposure through major media outlets
* Through social media marketing efforts, my LinkedIn profile was in the top 1% of all LinkedIn profiles viewed in 2012

**PROFESSIONAL EXPERIENCE**

**President and Professional Coach**

Kimberly Gleason Coaching, Grand Rapids, Michigan (2009-current)

* Responsible for all aspects of business ownership, including business development, product and service development, marketing, public relations, customer service, and finance
* Provided life, career, business, and executive/leadership coaching for individuals, groups, and organizations
* Created four group coaching programs around themes of life planning, career direction, and leadership
* Created and presented dozens of workshops over last three years, with great reviews
* Partnered with clients to achieve greater profits, career direction, vision and strategy, and other personal and/or organizational goals
* Wrote over 80 articles that have been published in magazines, newspapers, and a book

**Director of Business Operations and Business Development**

Beautiful Womanhood, Grand Rapids, Michigan (2012-current)

* Managed overall company operations, strategic direction, vision and mission
* Developed traditional and social media marketing campaigns and brand awareness initiatives
* Helped land a 3-book publishing contract, as well as numerous national media interviews, conferences, and trainings
* Designed 3 new mentoring and training programs

**Coach Trainer**

Center for Empowerment Coaching at Grace Bible College, Grand Rapids, Michigan (2011-current)

* Conducted training programs, training church, business, and non-profit leaders how to coach
* Involved in vision, mission, and strategic direction of the company, helping the company to grow
* Assisted in design of training curriculum

**Non-Profit Group Chair**

Inforum, Grand Rapids, Michigan (2011-current)

* As co-chair of an affinity group for Michigan’s largest women’s professional alliance, I created and led over a dozen professional development workshops

**English Teacher**

Anchorage Christian Schools, Anchorage, Alaska (2001-2002)

* Through dynamic teaching, instructed high school freshmen, sophomores, and seniors in the areas of grammar, composition, creative writing, and literature
* Created detailed lesson and unit plans based on individualized student learning, goal-setting and measurable outcomes
* Designed and taught a Creative Writing course
* Engaged students by fostering autonomy and the desire to learn through real-world applications

**EDUCATION, AWARDS, AND CERTIFICATIONS**

* Board Certified Coach (BCC), Center for Credentialing and Education, 2012
* Certified Coach, Institute for Life Coach Training, 2009-2012
* B.A. in English (emphasis in rhetoric), with minor in Psychology, University of Alaska Anchorage, 1996-2000; Graduated Summa Cum Laude

**PROFESSIONAL and COMMUNITY MEMBERSHIPS**

* Inforum: Co-chair of affinity group “Ignite,” created and led professional development workshops
* Professional Coaches Association of Michigan: Member; served on committees for planning, designing, and presenting at two coaching conferences
* Board Vice Chair: Served as board Vice Chair for non-profit ministry, Beautiful Womanhood; responsible for board direction, strategic planning, and marketing initiatives

**PUBLICATIONS**

* Over 80 articles published on life, career, and leadership topics in newspapers and magazines