

# Kimberly Lakenen

(651) 226 5120 • Lakeland, MN • [kimberlylakenen@gmail.com](mailto:kimberlylakenen@gmail.com) • [kimberlylakenen.com](http://kimberlylakenen.com)

## EDUCATION

---

**University of Wisconsin- River Falls** | Bachelor of Science in Marketing Communications  
**Century College** | Associate of Arts in Liberal Arts | Certificates in Marketing and Entrepreneurship

## EXPERIENCE

---

### Guest Service Specialist *Casual*

May 2022- *Present*

Lakeview Hospital | Stillwater, MN

- Greet patients, guests, and contractors at the front door and guide them to their destination.
- I handle the switchboard, ensuring the flow of 24-hour communications by processing calls throughout the hospital.

### Social Media Manager

Jun. 2022- Aug. 2022

Iron Diamond Media | Blaine, MN

- Managed all social media platforms for the seven publications owned by Iron Diamond Media, including Minnesota Bride, Wisconsin Bride, Nebraska Wedding Day, Oregon Bride, Seattle Bride, and California Wedding Day.
- Attended award shows, promotional events, and member events to promote them live on social media.
- Wrote copy for all social media posts across multiple platforms, changing style and tone as needed.
- Wrote online pieces about these events to promote their success and encourage attendance at future ones.

### Copywriting Intern

Aug. 2021- Jun. 2022

Iron Diamond Media | Blaine, MN

- Published digital content and print pieces for Minnesota Bride, Wisconsin Bride, and Nebraska Wedding Day based on styled shoots, business interviews, real weddings, and more.
- Researched and followed up with vendors to fact-check pieces according to AP style writing.
- Learned about and played a part in every step of the editorial process to take the magazines from digital to print.

### Owner/ Wedding Coordinator

Nov. 2018 - Present

It's the Little Things Events MN | Cottage Grove, MN

- Work with clients and their vendors to create a timeline and detailed plan for their event.
- Coordinate with vendors to ensure the timeline is executed in a timely manner on the event date.
- Handle business plan, website design, bookkeeping, social media, and marketing for the brand.

## ADDITIONAL EXPERIENCE

---

- |  |                      |
|--|----------------------|
| • <b>Freelance Social Media Manager</b> , Furber Farm   Cottage Grove, MN        | Feb. 2020- Jun. 2022 |
| • <b>Guest Services Representative</b> , Holiday Inn   St. Cloud + Lake Elmo, MN | Jan. 2016- Dec. 2018 |
| • <b>IT Specialist</b> , Army National Guard   Little Falls, MN                  | Nov. 2014- Mar. 2020 |

## SKILLS

---

Microsoft Office Suite | Hootsuite | Wordpress | Wix | Adobe Creative Cloud | Canva | Mailchimp | Social Media Platforms

## ABILITIES

---

Bilingual (Spanish) | Attention to Detail | Adaptable | Creative | Problem Solving | Public Speaking | Leadership