

# Kimberly Lowe

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*Every problem has a solution. Sometimes finding the solution takes you on a journey. What need do you have that I can help fill? How can I help you find the solution? Are you ready to go on a journey?*

## Professional Summary

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- 30+ years of skill development through hands-on experience in executive consulting, business planning, developing operations structure, implementation of operations strategies, and process management.
- Highly motivated, excelling in business recovery and sustainability. Skillfully reverses the direction of declining businesses through careful analysis and strategic planning.
- Firm believer of acquiring talent based on their strengths and supporting them with continual OTJ training and professional development. A strong leader and developer of cohesive teams that collaborate to efficiently carry out responsibilities.
- Proactive anticipator, keeping a watchful eye on the business vision balanced with customer needs, identifying and developing innovative business solutions to move forward in both areas.
- Continually emphasizing extreme ownership, white hat methods, the importance of high quality at all times, concierge-level customer service, and ethical business operations.

## Professional Skills

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### Business Operations

Business recovery and sustainability  
Business plan development  
Efficiency expert  
Process management  
Workflow creation  
Department management  
Employee oversight  
Governance

### Business Administration

Pipeline management  
Online form generation  
Organized  
Effective time management  
Problem solver  
Detail oriented  
Computer literate

### Leadership

Natural leader  
Strong work ethic  
Talented negotiator  
Collaborative decision maker  
Persuasive  
Integrity  
Adaptable  
Creative

### Customer Service

Excellent communicator  
Conflict resolution  
Customer relationship developer  
Concierge-level service  
Effective public speaker  
Empathy  
Active listener  
Patient and friendly

### Marketing

Market research  
Networking expert  
Internet marketing  
Customer targeting  
Strategic partnership building  
Website development  
Branding

### Soft Skills

Critical thinking  
Teamwork  
Interpersonal skills  
Relationship building  
Professional  
Out of the box thinker  
Productive  
Consensus builder

### Accounting & Finance

Bookkeeping  
QuickBooks Pro Certified  
Financial analysis  
Accounts receivable and payable  
Cost-effective procurement  
Report analysis  
Bank statement reconciliation  
Inventory control and management

### Human Resources

Employee recruiting  
Hiring, training and supervision  
Resume and interview assessment  
Benefits management  
Performance management  
Confidentiality  
Cultural awareness and sensitivity

### Personality

Sense of humor  
Straight-forward  
Ownership  
Multi-talented  
Well-dressed  
Motivated  
Positive  
Genuine

# Experience

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## **Director of Admissions, 2022 - 2024**

*United Christian Academy, New Jersey, USA*

- Created and implemented a workflow process for application and enrollment of all new students.
  - Recreated all admission forms that were previously only on paper to accessible, digital, online e-forms that could be accessed easily, required only one-click submission, and could be processed efficiently in a managed pipeline.
  - Created a pipeline workflow for all admissions forms to be processed in a sequence that most efficiently flowed for new students and the back-office management.
  - Developed the Admissions Department to manage all admissions from application to enrollment. This meant consistent connection with potential students and parents, managing and requesting documentation, campus tours, and being a resource for all school information.
  - Brought uniform management and disbursement in-house to be more convenient for students and parents to order and receive. This meant creating an order system, fulfilling orders as they came in, working with a uniform vendor to stock all embroidered pieces, and maintain inventory on campus.
- Created a successful "Marketing and Public Relations" plan that increased student enrollment by 25% year over year.
  - Rebranded everything from brochures and written communication to the website, signage, and facilities.
  - Completely overhauled the website to be new and fresh, easily navigated, and offer relevant information to school-seeking parents locally and abroad.
  - Directed targeted marketing efforts to attract local and global students using online tools, managed open house events, community events, and public relation campaigns.
  - Created new logos, brochures, and print marketing along with facility updates to reflect the new, fresh look of the school.
  - Managed and updated social media networks to be visible online.
- Managed human resource tasks such as open position advertising, contract creation, benefit management, and payroll processing.
  - Moved all HR forms online to be easily accessed to all UCA employees with approval workflows set up automatically to distribute to the appropriate department head.
  - Trained new team members in specific administrative tasks related to their position.
  - Led the initiative of customer service training for all staff.

## **Executive Director, 2013 - 2022**

*The Catalyst Initiative, South Korea*

- Developed and implemented a business plan to operate this educational consulting company in South Korea as a Korean business (not a foreign entity).
- Realized all operational departments to successfully oversee the business growth.
  - Consistently monitored all financial reports, accounts payable, accounts receivable, payroll, and cash flow.
  - Created and regularly updated all electronic documentation forms, workflows, and process pipelines. This insured the most efficient productivity.
- Implemented a strategic marketing plan to introduce the services to the Korean market which realized an average of 80% growth per year.
  - Directed targeted marketing efforts that introduced correlative services and promoted product visibility.
  - Increased volume of business by an average of 80% by implementing a system to follow up on leads, cold calling, and networking.
  - Created and optimized the website to deliver online marketing with keywords and SEO's to boost traffic to the site.
- Human Resource Management
  - Developed and implemented a comprehensive salesperson training program.
  - Trained the division of educators in prospecting new accounts while maintaining relationships with existing accounts.
  - Trained the team in high quality customer service and concierge-level maintenance.
- Event Management
  - Managed all aspects of the training event preparations such as attendee registration, payments, follow up, workshop handout creation, PPTs, content delivery, day-of hospitality and layout, and post-workshop college credit maintenance.

## **Executive Director, 2004 - 2009**

### *Dancesport USA, Arizona, USA*

- Analyzed the industry trends and compiled research data to execute the business plan and create successful growth strategies.
  - Researched public perception of products and services and then used information gathered to guide strategy development.
- Developed and implemented a targeted and highly successful marketing campaign that introduced Dancesport USA as a premiere service provider.
  - Increased volume of business from \$0 to \$250,000 in two years.
  - Optimized the Dancesport USA website to promote an online presence.
  - Solicited and developed new business accounts by cold calling and networking.
  - Maintained exceptional customer service ratings.
  - Creative logo design to create brand cohesiveness across multiple marketing channels.
- Oversaw all accounting and finance including accounts payable, accounts receivable, and payroll as well as human resources.
  - Prepared income statements, balance sheets and projected cash flow.
  - Monitored expense sheets to track and adjust expenses.
  - Reviewed sales and activity reports to measure productivity and meet company performance targets.
  - Prepared month-end reports and processed timecards for payroll.
  - Implemented a hiring strategy based on the strengths of the talent pool, social skills, and collaborative ability.
- Managed professional development for all employees which led to consistently high satisfaction ratings.
  - Developed and implemented a comprehensive salesperson training program.
  - Held daily advanced dance training for instructors only, leading to all instructors being certified.
  - Held daily customer service training for instructors to have the ability to offer concierge level service.
  - Trained the administrative staff in concierge-level customer service, custom studio management software, record keeping and financial management.
- Taught and competed as a Professional Ballroom Dancer across the United States in national competitions as well as local events.
- Hosted, organized, and ran dance competitions for our company as well as other dance studios.
  - Events averaged 1000+ people participating in 5000+ dance heats.
  - Event organization included marketing, registrations, dance heat management, vendor call and management, hotel and travel package creation, planning micro events at the competition such as cocktail hour and after parties, and committee management.

## **Executive Director, 2000 - Present**

### *Motto 31, Indiana, USA*

- Crafted a personal business plan to help others achieve their business goals and successfully continued this business to the present.
- Developed a personal program for each business to increase effectiveness, update operations, and introduce new technology to ultimately increase the bottom line.
  - Establish a system of continuous process improvement that evolves and scales with business based on the organization's challenges, goals and performance.
  - Administrative and operational consulting consists of updating operational and organizational processes to build an efficient, scalable system for sound business building.
  - Modernizations include administration process updating, operation improvement services, document consolidation and creation, and software services.
  - Build leaders through executive coaching and customized professional development tailored to the client's unique needs.
  - Deliver one-on-one executive coaching as well as full staff workshops focused on specific leadership and collaborative competencies.
- Efficiency training to create visibility into what is working and what is not working to cut down on costs and reallocate resources.
  - Create holistic views of the client's organization to allow identification of risk and, consequently, capitalization on success.
  - Introduce sound measures to increase efficiency, organization, and revenue.
- Offer Human Resource evaluations for employee productivity and positions to promote operating in strengths and talents.
  - Employee productivity accomplished through re-training and employee position restructuring instead of layoffs or decrease in staffing pool.

## Executive Director, 1996 - 2000

Acumen Enterprises, Indiana, USA

- Developed and implemented a business plan for this niche consulting company that focused on operational inefficiencies and document consolidation.
  - Analyzed the service industry trends and compiled research data to plan and create strategies.
  - Created departments for daily business functions which included all accounting, human resources, and marketing, and administration.
  - Executed a marketing plan that included website launch and marketing material creation.
  - Directed targeted marketing efforts that introduced Acumen as an option for reducing costs.
  - Prospected to obtain new accounts while maintaining relationships with existing accounts.
  - Efficiency Consulting consisted of researching a client's business system to pin-point double and triple documentation processing that proved to be time consuming, costly, and inefficient.
  - Educated clients about the cost of inefficient operational processes.
  - Advised on consolidation and finance system strategies.
  - Effectively reviewed, consolidated, and created more efficient documents.
- Monitored operations of all departments.
  - Monitored all financial aspects of the company such as expenses, income, and reporting.
  - Prepared income statements and balance sheets as well as projected cash flow.
  - Trained staff of consultants to analyze business operations from an efficiency perspective.
  - Managed a personnel pool of 20+.

## Education

### Rantoul High School, 1993

General Education

### Indiana University, 1996

BA: Business Administration

### Cumbria University, 2014

MA: International Business,  
Incomplete

## Languages

### English

Native Speaker

### Korean

Intermediate: Read, Write, Speak

### French

Beginner: Read, Write, Speak

## Personal Statement

I don't do anything I don't believe in. I care about employees and clients both personally and professionally. I work to create employee-oriented, high-performance cultures emphasizing diversity, goal attainment, and superior workforce optimization. I have an entrepreneurial vision and prepare long-term plans for sustained success. I enjoy uncovering financial and operational performance trends, devising corrective actions, reducing capital spending, and orchestrating restructure planning. I understand the bottom line is important but believe it is not everything.

## Praise For Performance

- "Well presented, articulate, motivated and intelligent." J Meijer, Former Client
- "Kimberly takes an idea and runs with it, fixes it, makes it work, and then brings it back to you in a nice box with a big bow on top. Then you find out, she's actually the gift." K Heald, Former Client
- "Kimberly is extremely organized, highly proficient at what she does, vision oriented and funny, too. She's the total package! I would choose time and time again to work with my wife." Chris Lowe, Husband and Business Partner
- "Simply the best. One of the few people I have ever met that can see the whole vision and cover the details at the same time." C Bowman, Former Client