

ALIAH KIMBRO

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PROFESSIONAL EXPERIENCE

Book Marketing Assistant

Girl Friday Productions | Remote | 2025

- Execute digital marketing initiatives across social media, NetGalley, and Goodreads to strengthen audience reach and title visibility.
- Create and optimize Amazon ads and book club materials, aligning content with campaign goals and audience insights.
- Research and manage editorial reviews and award submissions to enhance market positioning and long-term title performance.
- Collaborate with the marketing team on data-informed strategies to drive engagement and support publishing growth objectives.

Marketing & Communications Intern, Foundation Associate

Community Foundation of Lorain County | Elyria, OH | 2023-2024

- Coordinated local program operations for Dolly Parton's Imagination Library, managing outreach, enrollment tracking, and fulfillment logistics for 10,000+ families.
- Produced and distributed print and digital collateral across email, social, and physical mailers—including newsletters, recap decks, and event materials—using Canva, Adobe Express, and Salesforce CRM.
- Maintained internal communications workflows, updating contact records and campaign data while collaborating with leadership, grant partners, and community stakeholders.
- Served as liaison to two key donor-led funds, organizing internal documentation, event support, and programming calendars across departments.
- Wrote and edited mission-aligned storytelling that highlighted nonprofit impact, campaigns, and donor engagement—ensuring accuracy, tone, and alignment with organizational voice.

Multimedia Reporter, Senior Multimedia Reporter

MediaNews Group, Inc - The Morning Journal | Lorain, OH | 2021-2023

- Reported on government, business, and community affairs—including President Joe Biden's visit—producing 2+ digital-first stories daily under deadline.
- Pitched and sourced 95% of stories independently with original photography.
- Made history as the first Black woman to serve as Senior Multimedia Reporter and the paper's first Urban Affairs Reporter.

Freelance Content Strategist & Digital Consultant

Self-Employed | Remote | 2018-Present

- Managed production timelines and digital assets for multimedia campaigns across web, social, and print platforms using WordPress, Squarespace, Canva, and Meta Business Suite.
- Produced and optimized branded content for civic, lifestyle, and nonprofit clients—including Main Street Lorain and judicial candidate Farah Emeka—aligning messaging with audience and campaign goals.
- Directed brand development and promotional strategy for Elevation Training Center, driving sold-out community events and measurable growth in digital engagement.
- Collaborated with professional athlete Naz Bohannon on event logistics and media coordination, unifying brand messaging across partnerships, interviews, and social media.

EDUCATION

NYU Summer Publishing Institute

New York University, New York City, NY | June 2025

B.A. in Communication Studies

Kent State University, Kent, OH | May 2024

Certification in Software Development

Lorain County Community College, Lorain, OH | May 2022