

# Kim Kerry

## Director of Marketing

West Palm Beach  
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## Education

- University of Central Florida, Orlando, FL, BSBA, Marketing, magna cum laude, 2008

## Overview

As Gunster's Director of Marketing, Kim develops and implements firmwide marketing strategy focused on increasing institutional visibility and brand awareness throughout Florida and beyond.

She oversees advertising and branding initiatives, firm events, website development, collateral design, email marketing campaigns, and webinar strategy. Moreover, she works with the firm and individual attorneys on civic, industry, and community leadership efforts across the state, including memberships and sponsorships with partner organizations. She assists with planning and executing individual attorney marketing plans, as well as marketing-relating initiatives at the practice group levels.

Prior to joining the firm in 2013, Kim served as Marketing Manager for Marriott Vacations Worldwide. Born and raised in West Palm Beach, Florida, Kim is actively involved in giving back to the community in which she lives and works. As a result, Kim has served in a multitude of leadership roles over the years for organizations such as Leadership Palm Beach County and the United Way of Palm Beach County.

For Kim, work is personal and about creating and nurturing strong relationships. She is dedicated to providing the individual attention, creativity, and innovation needed at all levels of marketing and businesses development in order to establish immediate rapport and trust with those she works with both inside and outside of the firm. Valued for her

insight into new opportunities, as well as how improvement and change can drive ROI, Kim strives to achieve the best possible result across every endeavor in which she is involved.

## **Professional Associations & Memberships**

- Legal Marketing Association

## **Civic & Community Service**

- Leadership Palm Beach County
  - Recruitment Committee, 2018-present
    - Chair, 2018-20
  - Retreat Committee, 2017-19
  - Songwriters in the Round Committee, 2017-19
  - Engage Program, Class of 2017
- United Way of Palm Beach County, campaign cabinet, 2021
- Women's Foundation of Florida, volunteer, 2016-18
- Habitat for Humanity, volunteer, 2016
- Quantum House, volunteer, 2013-present
- American Heart Association, team captain, 2013-19
- Loxahatchee River Historical Society, Rock the Light Committee, 2013-14
- Susan G. Komen Race for the Cure, team captain, 2011-15