

KIM SPENCE DICKEY

1631 Michael Lane, Pacific Palisades, Calif. 90272
(310) 463-4201, Kim@Spence.com

PROFESSIONAL EXPERIENCE

Anthem, Inc. '10 - Present, Job Title: West Region, Commercial Marketing, National Accounts
DogWell.guru '14 - Present, Job Title: Health & Wellness Blogger and Site Owner
Film Independent '05-'06; '08-'09; Job Titles: Associate Director of Marketing, Director of Communications
The Living Desert Zoo & Gardens '04-'05; Job Title: Director of Marketing & Public Relations
Oregon Coast Aquarium '96-'03; Job Titles: Director of Marketing, Senior VP Marketing & Public Relations

PUBLIC RELATIONS AND PUBLICITY

I successfully directed high profile PR/ publicity and Red Carpet events for Film Independent, Independent Spirit Awards, Los Angeles Film Festival, Spirit of Independence Awards, and the American Women in Radio & Television Genii Awards, which significantly raised awareness and attendance. I also handled over 450 domestic and international members of the press covering the rehabilitation efforts of Keiko the killer whale, star of *Free Willy* and his move to Iceland for reintroduction into the wild, while maintaining positive press for the Oregon Coast Aquarium. I have successfully promoted fundraisers, conservation and educational programs for all of the non-profit organizations mentioned above. As a result, I won several national awards for my PR efforts.

MARKETING, PROMOTIONS AND FUNDRAISING

My work experience includes directing advertising, public relations, special events, and tradeshow, sponsorships and promotions, retail and group sales. I managed 800 marketing jobs, including partner organization outreach and in-kind sponsorship fulfillment for Film Independent. Directed one of the largest sponsored media campaigns, Film Independent has ever had, to promote the 2006 Los Angeles Film Festival in partnership with the Los Angeles Times. I also successfully launched new programs and exhibits for The Living Desert and Oregon Coast Aquarium that generated additional revenue streams for each organization, including the promotion of profitable fundraisers that produced vital operating income for the non-profits. My experience includes managing a 20 person team, external ad agencies, PR firms, and in-house marketing/creative teams. My marketing and ad campaigns garnered several industry awards. Recently for Anthem Blue Cross and Blue Shield, I developed health & wellness marketing campaigns and promotions for over 80 National Accounts to educate members about health programs and reduce costly claims drivers. I also run a wellness blog and website called DogWell.guru that promotes healthy living.

AWARDS

2015 Values in Action Award, National Accounts, Anthem, Inc.
2009 BELL Award, American Women in Radio & Television
2006 Gold ADDY, Advertising Federation, The Living Desert
2006 Silver ADDY, Advertising Federation, The Living Desert
2000 Leith Abbott Grand Floral Parade, Portland Rose Festival, Oregon Coast Aquarium
1999 Silver Anvil, Public Relations Society of America, Oregon Coast Aquarium
1999 Creativity in Public Relations Award, Oregon Coast Aquarium
1998 Top 5% Website Award, Lycos, Oregon Coast Aquarium
1997 Award of Excellence, Parenting Publications of America, Oregon Coast Aquarium

PROFESSIONAL AFFILIATIONS

2015+ Community Outreach Director, Board of Directors,
Alliance for Women in Media, Southern California
2008-10 Public Relations/Publicity Director, Board of Directors,
American Women in Radio & Television, Southern California
2006-15 Member, Film Independent
2008-15 Member, International Documentary Association
2010-15 Member, Alliance for Women in Media, SoCal
2000-03 Chair, Oregon Attractions Group
2002-03 Vice President, Board of Directors, Oregon Coast Visitors Association
2000-03 Publications Committee, Oregon Tourism Commission

EDUCATIONAL BACKGROUND, B.A., Advertising, Brigham Young University, Provo, Utah