

# CINDY K. KILMARK

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**Content Marketing Strategist | Editorial Strategy | Audience Growth | AI-Enhanced Content Operations**

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## PROFESSIONAL SUMMARY

Content-driven marketing strategist with hands-on experience owning editorial direction, multi-channel content calendars, and performance reporting for a mission-driven organization. Builds content programs from a clear strategic plan through to measurable outcomes — translating institutional goals into audience-centered messaging across social, email, CRM, and web. Fluent in AI-assisted drafting, research, and workflow tools, while treating editorial judgment and brand voice as the non-negotiable human layer. Healthcare-adjacent industry experience (nursing education) and an MBA in Marketing (Aug 2026) round out a strategic, data-informed approach to content as a growth channel.

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## CORE EXPERTISE

Content Strategy & Editorial Planning • Content Pillars & Distribution Planning • Multi-Channel Execution (Web, Social, Email, Video Scripts) • Performance Analytics & KPI Reporting • SEO/AEO Fundamentals • Audience Growth & Segmentation • Brand Voice & Messaging • AI-Assisted Content Drafting & Research • Cross-Functional Collaboration • CRM Automation

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## PROFESSIONAL EXPERIENCE

### **Program Support Coordinator — Marketing, Communications & Content Strategy**

**University of Indianapolis School of Nursing | Indianapolis, IN**

- Own content strategy and editorial direction across Instagram, Facebook, LinkedIn, email, and CRM channels for a healthcare education program, defining content pillars and messaging aligned to recruitment and retention goals.
- Grew Instagram by 249 followers and Facebook by 217 followers through planned, audience-centered content calendars and engagement campaigns — building the content-as-growth-channel track record this role calls for.
- Plan and produce content across formats — social posts, email campaigns, digital onboarding assets, QR-enabled resources, and livestream promotion — serving approximately 450 undergraduate, ABSN, and graduate nursing students annually.
- Monitor engagement and operational performance data to evaluate what content is working, then adjust editorial and distribution strategy accordingly — the same data-to-decision loop used for client reporting.
- Built scalable CRM workflows in CORE/PeopleGrove that improved message timing and consistency across complex, multi-audience communication processes.
- Partner with faculty, administrators, healthcare organizations, and clinical preceptors to align content and messaging with institutional and stakeholder priorities — direct analog to agency client collaboration.
- Use AI-assisted tools for topic research, drafting support, and workflow efficiency, while retaining editorial control over brand voice and final messaging.

### **Accounts Receivable Payment Specialist**

**Herff Jones | Indianapolis, IN**

- Managed daily financial operations exceeding \$800K in transaction volume, maintaining accuracy and accountability in a high-volume enterprise environment.
- Used workflow reporting and systems analysis to identify process inefficiencies and reduce manual workload.
- Resolved escalated account discrepancies through cross-functional collaboration and client communication.

### **Lead Data Entry Clerk (Interim Supervisor)**

**Herff Jones | Indianapolis, IN**

- Coordinated workflow and productivity for a team of eight employees in a deadline-driven environment.
- Produced operational reporting to identify performance trends and improve efficiency.
- Trained and onboarded employees, improving consistency and productivity.

## **AI & MARKETING TECHNOLOGY**

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- Generative AI for research, ideation, content drafting, headline optimization, and workflow efficiency
- Prompt engineering for editorial and marketing workflows
- AI-assisted audience analysis and messaging refinement
- Comfortable applying AI tools to speed and scale content work while keeping strategy and voice human-led

## **EDUCATION**

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### **Master of Business Administration (MBA) — Marketing, Leadership, Business Fundamentals**

*University of Indianapolis | Expected August 2026*

### **Bachelor of Science in Marketing — Social Media Concentration**

*Indiana Wesleyan University*

## **CERTIFICATIONS & RECOGNITION**

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- Emerging Leader Award, University of Indianapolis (2025)
- HubSpot Content Marketing Certification
- Google Fundamentals of Digital Marketing