Kimberly Shaposka

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Professional Summary

Versatile marketing and operations professional with hands-on experience in campaign execution, content development, data reporting, and cross-functional coordination. Certified in HubSpot and creative strategy, with demonstrated ability to manage multiple deliverables remotely, communicate across teams, and contribute immediately in fast-paced environments. Background spans digital marketing, AI-supported workflows, and P&L management.

Education

Western Governors University
Bachelor of Science, Business Marketing. Capstone project delivered a multi-channel marketing plan with email automation and performance reporting. *January 2024*
Relevant Coursework: Digital marketing, Consumer behavior, Marketing analytics, SEO/SEM, Content strategy

Motion
Creative Strategy Bootcamp. Training in direct-response strategy, creative analysis, and AI-supported workflows for developing and testing ad concepts. *June 2026*

Experience

AI Trainer June 2025 – Present
Handshake *Remote*
- Develop and evaluate domain-specific prompts to assess large language model performance for digital marketing applications.
- Analyze LLM outputs for accuracy, clarity, and relevance across marketing subfields.
- Provide expert feedback and research to strengthen AI understanding of marketing concepts and content quality standards.

Marketing Intern / Independent Consultant October 2024 – November 2024
Parker Dewey *Remote*
- Executed a six-week remote engagement with a B2B technology company, delivering a full end-to-end digital campaign.
- Developed campaign assets including blog posts, landing pages, CTAs, and lead capture forms.
- Built and deployed an automated email drip sequence to support lead nurturing.
- Developed buyer personas to sharpen audience targeting strategy.
- Built campaign KPI dashboards in HubSpot to track and measure performance.
- Produced a sales-focused infographic and checklist for executive use.
- Supported ongoing social media content creation throughout the engagement.

Manager August 2024 – Present
Fowlerville Pizza Company *Fowlerville, MI*
- Manage daily operations, staffing, scheduling, and customer experience for a local food service business.
- Maintain inventory controls, vendor relationships, and team training standards.

General Manager December 2013 – July 2019
Carrols Corporation (Burger King)
- Oversaw full restaurant operations with a team of 6 managers and up to 20 crew members, maintaining accountability for staffing, customer experience, and P&L.
- Grew annual location sales from $500K to $1.3M through operational improvements and team development.
- Implemented labor and inventory controls that reduced costs and improved operational efficiency.
- Trained managers and crew for nearby understaffed locations, expanding impact across the district.

Certifications

- HubSpot Digital Marketing Certificate, HubSpot (2024)
- Motion Creative Strategy Certificate, Motion (2026)
- WGU Marketing Certificate, WGU (2024)
- WGU Strategic Thinking and Innovation Certificate, WGU (2023)

Skills

Tools and Platforms: HubSpot, Google Analytics, Canva, Motion, Microsoft Office, Shopify

Core Competencies: Reporting and Dashboards, Email Marketing and Automation, Campaign Development, Content Writing and Copywriting, Buyer Persona Research, Social Media Content, A/B Testing, SEO/SEM Fundamentals, AI Prompt Development