

KIMBERLY D. HORNER

Social Media Editor & Strategist

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EXPERIENCE

Social Media Editor

[Forbes Media](#) Jan 2016 - ongoing Jersey City, NJ

- Increased LinkedIn engagements by over 320%.
- Oversaw growth and development of 24 niche Twitter accounts including @ForbesTech with 2M+ followers.
- Onboarded new team members to manage Twitter, Pinterest and Google+ accounts.
- Launched Forbes' Snapchat channel and first Facebook Live video.

Social Media Manager

[Scholastic Corporation](#) Nov 2015 - July 2016 Remote

Scholastic's Parent & Child Magazine

- Developed and executed strategy for Twitter and Pinterest accounts.

Assistant Web Editor

[New Hope Media](#) Feb 2014 - Nov 2015 New York, NY

Adoptive Families Magazine and ADDitude Magazine

- Increased Facebook referral traffic to site by 195%.
- Conceptualized, wrote and edited top traffic-driving slideshows.
- Optimized magazine articles for web using Google Analytics and SEO.

Community Manager

[MRY/Razorfish](#) Oct 2013 - Feb 2014 New York, NY

BlackBerry

- Engaged with global community of 29M Facebook fans and 3.9M Twitter followers.
- Coded posts for BlackBerry Biz Blog and managed dedicated B2B LinkedIn community.

EDUCATION

B.A. Journalism

[The College of New Jersey](#)

2011 - 2013 Ewing, NJ

GPA : 3.95 / 4.0

- Phi Beta Kappa Honor Society
- Tiffany Award for Journalism Excellence (2012)

A.A. Liberal Arts

[Burlington County College](#)

2009 - 2011 Pemberton, NJ

GPA : 4.0 / 4.0

- Valedictorian
- Elected as alumni member of Board of Trustees

ACHIEVEMENTS

- ✓ Forbes Becomes Top Performing Site On LinkedIn

With just under 1M shares in Oct 2016, Forbes became the most shared publisher on LinkedIn. Source: Newswhip

- ✓ Forbes Becomes Most Followed Publisher On LinkedIn

In just over a year, I've grown Forbes' LinkedIn audience from 1M to 4M+ dedicated followers.

FACTS

- ” Forbes Quote of the Day

Pick & fact-check Forbes.com 'Quote of the Day'

- 🐾 Pet Instagram Account

Manage @LadyTakesManhattan with 5K+ fans

TECHNICAL PROFICIENCIES

Sprinklr



Google Analytics



Photoshop



Wordpress

