

# Kimberly L. Taylor

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## SUMMARY

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Polished operations and administrative executive with demonstrated expertise in financial management, budget development and forecasting, strategic planning and policy development, creative direction, social media implementation, personnel management, contract and vendor negotiation, and benefits administration.

## ACHIEVEMENTS

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- Successful navigation of difficult economic conditions by effectively managing cash flow, reducing annual expenses by 14 percent
- Creation of new revenue streams by developing strategies for integrating social media into existing client public relations programs
- Development and promotion of staff mentoring program designed to proactively address employee retention
- Development, maintenance and promotion of award-winning company blog

## PROFESSIONAL EXPERIENCE

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### Curley & Pynn Public Relations Management Inc.

Vice President/Partner  
Firm Administrator  
Office Manager  
Administrative Assistant

### Maitland, Fla.

August 2008 – Present  
June 2004 – August 2008  
May 2002 – June 2004  
September 2000 – May 2002

Since 2000, I have held positions of escalating responsibility leading up to being named vice president and partner in August 2008. While my initial roles were more support-driven, I currently oversee all aspects of agency operations, including total responsibility for financial management, employee relations, process engineering, policy development and implementation, creative and administrative services, and social media programs.

- Develop, manage and maintain annual operating budget, and annual revenue of up to \$2 million with a continuous focus on cash flow management
- Develop and implement operating policies, processes and procedures to support overall company objectives
- Direct short- and long-term planning and budget development to support strategic business goals
- Manage client and staff profitability to ensure adequate resource allocation
- Manage creative team; coordinate internal/external client and vendor relations; oversee workflow and provide overall direction for effectively executing client projects
- New business development, including research, proposal writing and preparation
- Project management for client public relations programs, including press material and blog development, feature story writing for industry publications, and direction on identity/collateral packages
- Mentor staff and provide recommendations on employee development and promotion
- Establish, develop and coordinate agency and client social media programs, including development and oversight of agency's award-winning blog
- Oversight for day-to-day operations including managing administrative staff, human resource management, coordinating bi-weekly payroll, accounts payable/receivable, vendor contract negotiation, IT support and troubleshooting

**Advanced Medical Imaging of Stuart**  
Office Supervisor

**Stuart, Fla.**  
July 1999 – September 2000

Worked alongside administrative and medical staff to ensure patients were managed with the best possible care and service. Secondary focus was on financial counseling and insurance preparation to maximize revenue and minimize patient financial exposure, when possible.

- Supervised day-to-day facility operations
- Coordinated patient scheduling and resolved scheduling conflicts
- Led billing, collections and insurance verification
- Coordinated patient visits, chart preparation and medical records

**Integrated Medical Network**

Administrator, HealthFair USA  
Business Office Manager, Corporate Office

**Palm City, Fla.**  
April 1999 – July 1999  
October 1998 – April 1999

Managed day-to-day operations for start-up health care organization including, physician relations and insurance contracting, and billing and collections. Transitioned to HealthFair division to assist with field operations.

- Managed patient scheduling and set up of health fairs, trade shows and preventive health screenings
- Coordinated advertisement design and placement in 30+ daily newspapers
- Supervised billing and collection issues for all company divisions
- Negotiated insurance contracts, managed license credentialing for behavioral and rehabilitation divisions, including physician rate negotiations
- Assisted in development of marketing plan for rehabilitation division

**EDUCATION**

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**University of Florida**

Bachelor of Science in Business Administration

**PROFESSIONAL AFFILIATIONS**

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**Doterati, Central Florida's Digital Media/Marketing Organization**

2010 Board of Directors

**Florida Public Relations Association**

Active Participant

**SKILLS**

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Proficient in Microsoft Office, QuickBooks, TimeSlips, Vocus, Lexis-Nexis, Cision, Wordpress, AP Style and Editing, a variety of Social Networking sites, PCN and Lytec Medical Billing Software, ICD-9, CPT & HCPCS Coding

**OTHER**

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Co-Editor of [www.PulseofCentralFlorida.com](http://www.PulseofCentralFlorida.com)      Contributing Writer to Virgin Atlantic's [vtravelled.com](http://vtravelled.com)