



KIM STEWART

[Redacted]

[Redacted]

Community Connector | Business Development Strategist | Traditional & Digital Marketer

PROFESSIONAL PROFILE

I am a creative, people-focused leader with a diverse background spanning community service, small business ownership, technical sales, and digital & traditional marketing. Skilled at cultivating trusted partnerships, launching high-impact campaigns, and bringing a unique blend of traditional and modern strategies to every role. A champion for local business and community initiatives for the betterment of Nevada County life, with a passion for meaningful work that connects people, purpose, and place. I'm also a banjo plunk-a-plunker.

STRENGTHS & CAPABILITIES

- Traditional & Digital Marketing Strategies
- CRM, Email Automation, and AI Tools
- Business to Business Sales
- Fundraising Campaign Development
- Relationship Development & Nurturing
- Public Speaking & Event Hosting
- Collaborative Teamwork (*I Play Well with Others*)

PROFESSIONAL EXPERIENCE

Sales Manager & Business Development
KNCO Newstalk 830 & STAR 94 FM – Grass Valley, CA
2024 – Present

I lead strategic partnerships and drive revenue growth for two local radio stations. I design and sell radio ad campaigns with cleverly written messaging that gets results. I work with nonprofit clients, local businesses, and large government accounts, and I bring in high-value sponsorships for live programming and remote broadcasts. I also mentor junior sales staff and author proposals that include ROI analysis, effective ad schedules for any budget and creative messaging that sells.

Digital Marketer
Visibility Street Media & marketing – Grass Valley, CA
2021 – Present

I freelance as a marketing consultant, helping local brands set up lead magnet systems, email nurture sequences, and CRM workflows. Lately, I've been focused on learning how to integrate AI tools into client-facing campaigns to improve automation and engagement, and to report valuable data back to the client. I use a local expert for the programming, as I focus on sales and implementation.

Homeschool Educator

Washington, CA

2013 - 2019

During a brief hiatus from full-time work, I homeschooled my two sons, Colin and Branden, from elementary through middle school while living in a rural, riverfront cabin in Washington, California. We blended academics with real-life lessons growing food, exploring nature, building things. We also employed “online school” when it was cool—long before COVID made it suddenly not-so-cool. That season of life taught me patience, adaptability, and the value of hands-on learning, skills that I still use in leadership and community work today.

Owner / Designer / Marketer

Cuvee' Kitchen – Nevada City, CA

2006 - 2010

I purchased this home-based, leather-suede kitchenware business and through my improved distribution channels my product was discovered by the *Giada at Home Show* on Food Network TV. Giada has tiny hands, so we redesigned the oven gloves to her specifications which resulted in a better design for my customers. Initially, I sold the kitchenware in bulk to kitchen stores across the U.S. and as my teeny-tiny company grew, I designed an e-commerce website to sell to Cuvee' Kitchenware to fans directly. This was one of my endeavors that I sold for a profit - fun experience!

Vice President

Nevada County Economic Resource Council (NCERC) – Grass Valley, CA

2000 - 2002

I was brought on as the Administrator during the early formation of the Nevada County Economic Resource Council and quickly advanced to the role of Vice President under the leadership of the President, Larry Burkhardt. During those foundational years, I built partnerships with local business leaders, and supported initiatives focused on economic development with our local primary employers.

Owner / CAD Drafter / Marketer

7H-CAD – Grass Valley, CA

1993 - 1999

As a young entrepreneur, I ran a CAD drafting firm where I converted legacy engineering records for municipalities and engineering firms. One of my biggest projects was digitizing the City of Sacramento's historical, early 1900s, engineering archives, transforming paper and linen drawings into AutoCAD files. I employed and managed a 7-person drafting team and maintained a Novel-DOS network, back when digital workflows were still new and evolving. I also developed my professional writing skills, often responding to government RFPs that required lengthy, detailed proposals. It was hands-on, technical work that also sharpened my ability to communicate clearly and win contracts, which are skills that continue to serve me well today.

COMMUNITY LEADERSHIP & SERVICE

- Past President, Nevada City Rotary Club
- Former Vice President, Nevada County Economic Resource Council
- Founder, Operator & Marketer of my own small businesses
- Sales & Marketing instructor for NCERC's, “Biz Fundamentals”
- Volunteer Work: Sierra Jazz Society, Rotary projects, Charter School Bucket Drumming

EDUCATION & TRAINING

- Certificate of Achievement, CAD Drafting Department, Sierra College
- Radio Advertising Bureau, Radio Marketing & Sales Certification
- Ongoing study in AI-integrated digital marketing and automation tools
- Ongoing study in Sales Closing Techniques from Easton University
- Always watching webinars to glean something new from other experts

TOOLS & TECH

CRM Systems • GoHighLevel Lead Generation Platform • Email Marketing & Automation • Canva Design Software • Social Media Deployment • LinkedIn Marketing & Optimization • Google Workspace • AI Tools

LET'S CONNECT

I'm available for roles that support donor growth, business partnerships, membership programs, and community-driven marketing initiatives. I'm available evenings and weekends for a formal interview or casual connection to get to know one-another.