

KIM YARNELL

SALES & MARKETING

CONTACT

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PROFILE

Results-driven sales leader with a decade of experience as a top-performing Client Partner at Meta, overseeing \$175M+ portfolio. 13 years' experience in Fortune 500 marketing leadership roles. Proven ability to exceed targets, influence product direction, and build lasting relationships with C-level executives. Expertise in full-funnel digital marketing, performance optimization, and cross-functional leadership within complex organizations. Seeking hybrid sales roles across digital technology to expand my professional growth.

EDUCATION

Certificate, Implementing Winning Strategies

Columbia Business School
2017

Bachelor of Arts, English Literature

Schreyer Honors College,
Penn State University
2003

WORK EXPERIENCE

DIRECTOR, CLIENT PARTNER - RETAIL

Meta Platforms, Inc. | 2016 - 2025

- Owned \$175M+ enterprise portfolio across Meta's retail vertical, consistently exceeding revenue attainment across some of the world's most recognized retail brands: Tapestry Inc., Victoria's Secret Co., Lowe's, TJX Brands, Abercrombie & Fitch, Hollister, URBN, and Foot Locker Inc.
- Delivered highest revenue per employee within Meta's fashion luxury retail division (2025)
- Led the Tapestry Inc. enterprise partnership since 2019, growing revenue by 191%. Set long-term account vision, enrolled executive stakeholders across client and Meta, negotiated Joint Business Plan, and rallied cross-functional partners across Sales, Engineering, Measurement, and Creative teams to consistently deliver against revenue goals, scale new products, and hit client's sales objectives
- Successfully increased product adoption for Meta's priority solutions with a focus on AI-based automation, maintaining top 5 global investment level in Advantage+ Sales since solution launch (2022)
- Drove alignment on go-to-market and product strategy for key Meta initiatives (>\$1B target ARR) through consultative support for global initiatives
- Identified a market gap and launched Meta's first AI for Marketers event (September 2024), which drove subsequent sales training and positioned Meta as trusted innovation partner
- Fostered high-performing talent at Meta through mentorship of 20+ colleagues, with a proven track record of mentee promotion
- Founded and led Meta's North America Client Partner Community, building connections among sellers across verticals to scale best practices and up-level seller skillsets. Featured speaker on internal L&D for Client Partners at Meta, with a focus on building strong executive relationships
- Sought-after industry speaker at events such as Shoptalk and Digital Marketing World Forum

KIM YARNELL

SALES & MARKETING

COMMUNITY

She Runs It
Member

Wall Street Journal Women of Note
Inaugural Class Inductee

Board Of Directors, Bideawee
Animal Rescue Organization
2017-2019

Volunteer, North East Community Center
Millerton, NY
2016 - current

WORK EXPERIENCE CONTINUED

VICE PRESIDENT, DIGITAL MEDIA

Macy's Inc. | 2013 - 2016

- Managed team of 10 and owned \$100M media budget, with focus on executing full-funnel media to deliver sales goals, grow loyalty, and acquire new customers for one of the world's largest retail brands
- Launched and grew Macy's brand presence across Facebook, Instagram, Pinterest, YouTube, and Snapchat. Launched social e-commerce and programmatic buying for the brand
- Primary executive stakeholder to 50-person media agency team (Carat)
- Speaker at AdWeek, MMA, CommerceNext, Big Boulder Initiative

DIRECTOR, MARKETING STRATEGY

Macys.com | 2009 - 2013

- Owned marketing strategy to aggressively grow the e-commerce hub of the Macy's Inc. brand, with a focus on owned media. Managed team of 6

MANAGER, MARKETING STRATEGY

ANN Inc. | 2007 - 2009

- Developed and executed retail marketing strategy for the LOFT division, representing 500+ stores nationwide, with focus on in-store experience & loyalty programs

ASSISTANT MARKETING MANAGER

The Children's Place | 2003 - 2007

- Managed in-store marketing for 800+ stores in the United States, Puerto Rico, and Canada. Managed 1 direct report

CORE SKILLS

- Proven Success Driving Incremental Revenue (+\$100M)
- Building Profitable Strategic Relationships Between Platforms, Brands, and Agencies
- Executive Stakeholder Management and Thought Leadership
- Full-Funnel Digital Marketing, Measurement, and Performance Optimization
- Cross-functional Influence at Scale (Product, Sales, Marketing, Engineering)
- Team Development, Mentoring, and People Management (past direct manager roles)
- Operational & Process Excellence; Change Agent in Dynamic Environments

REFERENCES UPON REQUEST