

KIM YARNELL

SALES & MARKETING

CONTACT

 215 519 3621
 kimberlyyarnell@gmail.com
 New York
 linkedin.com/in/krhoades

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

SENIOR VICE PRESIDENT, BUSINESS DEVELOPMENT

Angler AI | Oct 2025 - Present (contract)

- Drive revenue expansion, forge high-value partnerships, and shape go-to-market strategy for leading predictive marketing platform

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

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SALES & MARKETING

COMMUNITY

She Runs It

Northeast Connected Leaders
Committee Lead

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