



CONTENT PRODUCER

branded content. music video. live performance content. location scout.

podcasting. live streams. webinars. virtual events.

copy writing. speech writing. editorial. social media.

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profile

Everything is content. As an “artistic business developer”, documentarian and storyteller, Kim possesses both a creative and analytical mind, and leverages this crisp insight to the benefit of her clients/employers, corporate advertisers or strategic partners. Proud Award of Distinction winner at the 27th Annual Communicator Awards. An ROI driven mastermind with keen ability to see the bigger “30,000 foot” view, she develops transformative, content-based strategy that matches specific audiences to organizational goals and objectives, whether documenting live events or through documentary filmmaking. A professional “obstacle hurdler”, she challenges herself and the larger team to figure out how to accomplish what seems impossible, on budget, from concept development to production. Honored by Success Magazine on the 2023 Women of Influence List and cited by NV Magazine as a “Mover and Shaker” on its annual December 2017 cover story.

artistic experience

creator/director/producer Lincoln Park Coast Cultural District’s Jazzy Soul Series (live performance series)

Influenced by founding board member Amiri Baraka’s love of jazz, Lincoln Park Jazzy Soul Series program, introduces jazz infused live soul music to a new generation of music lovers. Past performers have included recording artists and performers Mike Phillips, Chrisette Michele, TRAP JAZZ, Janetza Miranda, Felicia Temple (The Voice), The Antoinette Montague Experience, Nasir Dickerson, Res, Angela Johnson, Honeycomb Music artist Lamone Andrews, indie artist Hendii, James Gibbs III and the Brick City Soul Collective and V. Bozeman of Fox’s hit show *Empire*. Manage location scouting, full production logistics, and post-production delivery on small budget.

producer Prince Derek Doll | “MIRROR” Official Music Video (2024)

Produced the “Mirror (Official Music Video)” for artist Prince Derek Doll, managing location scouting, full production logistics, and post-production delivery.

director/producer Newark Alliance | Newark 2020’s Digital Content Platforms & Content Marketing (2020-2021)

Establish Newark 2020 as a thought leader in local and diverse hiring. Increase the initiative’s brand awareness, brand engagement and visibility across the City of Newark through content-based marketing strategies. Served as Guest Editor of The Positive Community Magazine’s Black Music Month/Juneteenth Special Section (May/June). Platforms include live webinar based “Virtual Career Coaching Series” designed upskill/reskill job seeker for virtual workplace, the two-day live streamed “Closing The Divide Summit” and “Virtual Career Fair” citywide Hire Newark Vision Board Party and Hire Newark Book Club.

producer/director/writer Lincoln Park Music Festival 14.2 Virtual Global Soul (2020)

Transformed annual music festival to a virtual platform in 90 days during the COVID-19 pandemic; produced 30 hours of branded content over six (6) festival nights/two weekends. Proud Award of Distinction winner at the 27th Annual Communicator Awards for Poetry Night.

co-creator/director/writer/producer Lincoln Park Sustainable Living Community Podcast (2020)

Lincoln Park Sustainable Living Community Podcast is the first by any arts/community development organization in the City of Newark founded and led by Black Indigenous People of Color since inception. Season One is available on Spotify, Soundcloud, YouTube.

creator/director/producer Lincoln Park Coast Cultural District’s Music Speaks A Great Day In New Jersey Hip Hop doc short (2017)

Inspired by Art Kane’s 1958 iconic “A Great Day In Harlem” gathering of jazz musicians, Lincoln Park Coast Cultural District led a collaboration to recreate this historic photo shoot with a 21st Century look, with nearly 50 New Jersey Hip Hop forebears and the “new school” of New Jersey Hip Hop, some of whom have graced the equally iconic Lincoln Park Music Festival stage on Hip Hop Day over the past 12 years.

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content producer resume

director/producer Leadership Newark Summit Corporate Video (2013)
co-producer NEFF, Artist EPK for VIP AAE Media Group (2012)
executive producer/writer/director/producer *Get Down*, Public Service Announcement (2010)
executive producer/producer *Get Down's Something About Kate*, PSA Short Film (2010)
consultant (distribution) *All Hip Hop.Com Presents King of Paper Chasin'* (Triplebeam Entertainment, 2010)
producer/writer/voiceover *Baileys Get Together Animatic*, Corporate Video Presentation Trailer (2006) – Voice of “Tanya”
creator/experiential producer *Tanqueray Gin's “T&T Style Sessions Featuring The Roots”* Branded Entertainment Experiential Platform and Sizzle Reel (2006-2007)
production manager Colombian Power Energy Drink commercial, “*Invoke Your Power*” (CRA/Assembly, Producers, 2009)
Casting, Talent Releases, Supervise PAs
experiential producer/production team *VIBE & Miller Lite Allstar Weekend 2003* – Branded Content & In-Show Integration *Weekend VIBE (episode #114, aired 2/22/03); VIBE Awards (aired November 2003; November 2004)* – Branded Content & In-Show Integration
production assistant
“*Pride and Perseverance: The Story of the Negro Leagues*”, Documentary, (MLB Channel, air date January 19, 2009)
Sarbane's Oxley, Feature (2007)

business experience

brand marketing consultant

January 2009 – present

BRND Marketing Group LLC, Newark, NJ

Founder of Newark-based fully integrated marketing and creative agency specializing in brand strategy, mar-comm, experiential execution, locations, producing branded content, and digital media. Led by award-winning content producer and strategist Kim J. Ford, BRND offers 30+ years of experience across music videos, commercials, corporate/industrial content, live-event documentation, and culturally immersive storytelling. Lincoln Park Coast Cultural District: Agency of record for 12 years and has helped LPCCD secure more than \$750,000 and contributed to over \$6 million in successful federal, state, and private grant submissions. Newark Alliance: White-labeled contractor for 1.5 years during global pandemic (2020-2021). Newark Arts: Agency led Newark Arts' premiere annual Newark Arts Festival for 2 years; and Newark Arts “Flashes of Genius” Gala (2018). Leadership Newark: Agency led ideation of framework, strategic planning and execution of Leadership Newark Public Policy Summits with keynote address by CNN commentator Van Jones (2013) and U. S. Senator Cory Booker (2017). Art In The Atrium: 25th Anniversary “Silver Soiree” Gala (2017).

associate dir., multicultural marketing

April 2005 – March 2008

US Concepts Agency (now MKTG), New York, NY

Owned client relationship and ultimate point of accountability for Tanqueray London Dry Gin. Responsibility for understanding the brand strategy, the brand logistics and market landscape. Respected advisor for agency client teams on their multicultural brand positioning, industry trends, business goals and integrated digital marketing plans. Lead multicultural developer for cross-sell/up-sell platforms and identifying net new opportunities within agency spirits portfolio. Client programs included the DJ/influencer seeding for Ciroc Vodka partnership with Sean “P. Diddy” Combs during “The Art Of Celebration” campaign; the 40th Birthday Celebration Weekend for Academy Award winner Jamie Foxx in Hotel Delano Miami’s “Florida Room” designed by Lenny Kravitz sponsored by Belvedere Vodka.; Tanqueray London Dry Gin’s “T&T Style Sessions” (Feat. Def Jam Recording Artists The Roots) and development of “Bailey Get Together With John Legend” in 2006.

integrated marketing manager

May 2000 – November 2004

VIBE Magazine, New York, NY

Developed and sold, 360° experiential marketing programs utilizing VIBE’s five (5) main platforms — VIBE Magazine, Weekend VIBE television, VIBE.com, Mobile VIBE and the VIBE Awards. Managed sponsorship activation components and owned relationship for non-endemic/unassigned sponsors and partners. Included: VIBE Live! Concert @ Walt Disney World Resort, MTV2 & VIBE Sisters of Hip Hop & Soul Tour, VIBE Ride College Tour, Inaugural VIBE Live! Tour, Miller Lite & VIBE All-star Weekend, Seagram’s Smooth Sound of Summer, Target Red Room Concert and VIBE Awards Show on UPN.

skills

Live Webinar/Webcasting/Content: iMovie, Zoom Meetings & Webinars, GoToMeeting, Facebook Live, IG Live, You Tube Live and working knowledge of ReStream, Vimeo Livestream and Maestro virtual platforms. File Storage/Co-Authoring: Google Suite, Dropbox, One Drive, Canva Team Workspaces: Slack, Trello Task Management: Ansana, Monday Content Management: Various Social Media Platforms, Squarespace, WIX, Hootsuite, Hub Spot, Constant Contact, Mail Chimp

education

Bachelors of Science, Hampton University, Hampton, VA

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LIVE STREAM/WEB CASTING, BRANDED ENTERTAINMENT, CORPORATE VIDEO PRODUCTION

Lincoln Park Jazzy Soul Series feat. Janetza Miranda (2025)

A powerful pre-Independence Day experience, Janetza Miranda commands the stage with her signature fusion of soul, jazz, Afro-Latin rhythms, and ancestral storytelling. Intentionally scheduled on July 3rd, the performance embodies the theme *GET FREE*, offering an evening of liberation music and Newark-rooted artistry at the 2025 Jazzy Soul Series Kickoff. (2025, TRT 38:34)
https://youtu.be/CINB0gEbhco?si=kzYEd6QM-c_VzuZZ

Lincoln Park Jazzy Soul Series feat. Leah Jenea (2017)

Leah Jenea performs her debut album *LIFE WTR* and classic covers six months prior to her life changing debut on Sean “P. Diddy” Combs’ *The Four* on Fox. Total views to date: 56,000 and climbing (2017, TRT 28:47 min)
<https://www.youtube.com/watch?v=eMthXCq3mJo&t=23s>

Lincoln Park Jazzy Soul Series feat. Newark Poet Laureate MIA X accompanied by J Read (2023)

A Very “Norky” Night at the Newark Arts Festival Edition of the Jazzy Soul Series. (2023, TRT 11:27 min)
<https://youtu.be/smb29fPIHYU?si=Not--2s-OlmMDYSL>

Lincoln Park Coast Cultural District | Lincoln Park “Coast Conversations” (2022)

Produced the special edition of Lincoln Park Coast Cultural District’s “Coast Conversations” (2022), featuring the HEATHEN’S IN THE DOLLHOUSE episode “Facts vs. Fake News & All The Things!” in collaboration with Partners In Health, with ART-ivist Prince Derek Doll and Kitab Rollins discussing COVID-19 vaccine myths and facts among millennials.
https://youtu.be/QhngS9BAB5A?si=KPp3ApHq_DAJi4ZT

Newark Alliance | Guest Editor, The Positive Community Magazine’s Black Music Month Issue Special Section (2021)

The Positive Community Magazine was founded in 2007 by Newark Alliance and activist Gus Heningburg in Newark, NJ.
<https://thepositivecommunity.com/2021/06/22/may-june-issue/>

Newark Alliance | Producer, Newark 2020 Initiative’s Virtual Events and Programs (2020-2021)

Producer of Newark 2020’s virtual events and programs during the global pandemic including the Virtual Career Coaching Series (live Webinar Training Series); Closing The Divide Summit & Virtual Career Fair; Citywide Vision Board Party; and Hire Newark Book Club. <https://bit.ly/HireNewarkYouTubeChannel>

Lincoln Park Music Festival Recap Sizzle Video (2020)

Lincoln Park Music Festival Virtual Global Soul is the digital edition of the annual Lincoln Park Music Festival (LPMF). Lincoln Park Music Festival Virtual Global Soul was launched during the global pandemic of 2020 to uplift and inspire in the arts community and supporters of the arts all around the world. Lincoln Park Music Festival Virtual Global Soul included 30 hours of content with talent from Newark, the State of New Jersey, the United Kingdom, Africa, Brazil and the Caribbean. Lincoln Park Music Festival Virtual Global was produced by BRND Marketing Group LLC in association with Red Summer TV.
https://youtu.be/kvbBE3AG_MQ

Lincoln Park Coast Cultural District | Lincoln Park Sustainable Living Community Podcast (2020)

Lincoln Park Sustainable Living Community Podcast is the first by any arts/community development organization in the City of Newark founded and led by Black Indigenous People of Color since inception. During the series, Lincoln Park Coast Cultural District’s Executive Director Anthony Smith chats with thinkers, leaders, experts and creative placemakers who share their experiences through the prism of diversity and equity centered programming in Newark, the County of Essex, State of NJ - and even a few national perspectives also. New episodes dropping monthly.
Season One | Ep1 (TRT 1hr 24min) <https://youtu.be/YCHMxsOTH1s>

Lincoln Park Music Speaks’ A Great Day In New Jersey Hip Hop (2018)

Inspired by Art Kane’s 1958 iconic “A Great Day In Harlem” gathering of jazz musicians, Lincoln Park Coast Cultural District led a collaboration to recreate this historic photo shoot with a 21st Century look, with nearly 50 New Jersey Hip Hop forebears and the “new school” of New Jersey Hip Hop, some of whom have graced the equally iconic Lincoln Park Music Festival stage on Hip Hop Day over the past 12 years. *A Great Day In New Jersey Hip Hop* captures the day-long making of this historic photo. Seeking completion funding.
<https://www.youtube.com/watch?v=-KhfOD7dGRM>
(Official Trailer #1 2018, TRT 28:47 min)

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content producer resume

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LIVE STREAM/WEB CASTING, BRANDED ENTERTAINMENT, CORPORATE VIDEO PRODUCTION

Lincoln Park Coast Cultural District Corporate Videos (2015-2019)

<https://www.youtube.com/watch?v=PkYRmBCTBNQ>

<https://www.youtube.com/watch?v=JY3MDiL6lvo>

<https://www.youtube.com/watch?v=Ke9Ah0rFkj4>

<https://www.youtube.com/watch?v=QBt03dD3naA>

<https://www.youtube.com/watch?v=g7PNwlB0Vyk>

<https://www.youtube.com/watch?v=cCycnWyeYqo>

<https://www.youtube.com/watch?v=Hf1zkRrJlIQ>

<https://www.youtube.com/watch?v=bKbmT3m6yOk>

Baileys "Get Together" Animatic (2009)

<https://www.youtube.com/watch?v=oWc455Guzlw>