

Kimberly DiBurro

Global Director of Marketing

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Profile

Global marketing director who pairs a designer's eye with operational rigor. Twenty-plus years leading creative direction, brand strategy, and cross-functional teams across US and EU markets — turning plain information into visual storytelling, and fragmented workflows into repeatable systems. Known for owning marketing end-to-end: strategy, budget, tradeshow, digital, and creative production, without losing sight of the brand story.

Core Competencies

- **Strategy & Leadership:** Global marketing strategy, go-to-market planning, brand positioning, team leadership, vendor negotiation
- **Creative & Brand:** Creative direction, visual storytelling, brand systems, content development, omni-channel campaigns
- **Operations:** Workflow design, budget planning & management, KPI tracking, platform/martech selection, tradeshow logistics
- **Digital & Analytics:** SEO/SEM, email marketing, social strategy, marketing analytics, dashboard & reporting design

Professional Experience

Global Director of Marketing | NuvinkaDx (ALPCO & GeneProof) | Nov 2024 – Present

- Own global marketing end-to-end — branding, digital, content, tradeshow, and communications — for two diagnostics brands operating across US and EU markets, leading a high-performing team and an external agency partner.
- Rebuilt marketing workflows and evaluated/selected the platform stack, reducing manual handoffs and giving leadership real-time visibility into campaign performance.
- Own and manage a \$1M global marketing budget and forecast across two diagnostics brands, reallocating spend toward the channels with the strongest ROI.
- Set creative direction across both brands, translating dense scientific/regulatory content into visual, story-driven campaigns that strengthened engagement and lead quality.
- Lead tradeshow strategy and logistics for 3 major global shows spanning US and EU markets — from booth design through lead capture and follow-up.

Creative Marketing Manager | FHC | Feb 2024 – Nov 2024

- Built and executed marketing plans aligned to brand goals, unifying creative, digital, and campaign work into one cohesive omni-channel strategy.

- Directed creative vision for design, video, and multimedia assets, establishing brand standards that carried across every channel.
- Led market and competitive research to sharpen positioning and improve channel performance.

Manager, Graphic Design & Brand Communication | BeOne | Sept 2021 – Sept 2023

- Led global brand communications and design strategy for a public biopharma company, enforcing style-guide compliance across every market and channel.
- Directed production and delivery of print/digital assets — infographics, video, photography, templates — and built out a company-wide design asset library.
- Managed workflows, budget, and freelance/vendor relationships to keep production on-brand and on schedule at enterprise scale.

Manager, Creative Designer & Services | CNG Holdings | Jan 2015 – Sept 2021

- Led creative services and brand design strategy, keeping visual identity consistent across every corporate channel.
- Directed print, digital, video, and multimedia asset development while managing workflows, budgets, and vendor relationships.
- Built and maintained the design asset library and partnered cross-functionally to support campaigns, events, and corporate initiatives.

Senior Graphic Designer | Spectrum Marketing | Dec 2010 – Jan 2015

- Directed creative campaigns for national retail clients, contributing to measurable revenue and brand-visibility growth.
- Managed and mentored a design team on enterprise-level projects; streamlined production and pre-press workflows to cut turnaround time on large-format work.

Senior Graphic Designer / Pre-Press | RAM Printing | Jan 2001 – Jan 2008

- Produced print and digital assets for major marketing clients; managed pre-press, proofing, color correction, and vendor coordination for on-time delivery.

Education

Marketing Channel Strategy & B2B2C Routes to Market — Emory University, 2023

Introduction to User Experience Design — Georgia Institute of Technology, 2021

Associate Degree in Graphic Design — NHTI, 1998

Tools & Technical Skills

Adobe Creative Suite (InDesign, Photoshop, Illustrator), video/animation editing, AI-assisted design and content tools, marketing/CRM platforms, dashboard and reporting tools.