



# THE LOWE GROUP



## **TAKING BRANDS FROM WHERE THEY ARE TO WHERE THEY SHOULD BE**

A targeted, results-oriented approach to marketing, public relations, branding, strategy, graphic design, and collateral.

Established in 2003, **THE LOWE GROUP** is an award-winning agency serving clients throughout the US and abroad.

Kimberly (Kim) Lowe, principal and creative director, has been involved in the graphics and printing industry since 1977. With an extensive background in copywriting, graphics, illustration, layout, design, and website construction — coupled with strong upper management experience in print production, sales, branding and marketing, she is able to provide a unique opportunity for the clients that she and her team serve. Her vast array of talents and results-oriented style give her the ability to gain an in-depth perspective of her clients' businesses, offer tactics on how best to market their position and design products and collateral geared toward targeted demographics and goals. Kim is also a great political enthusiast. She is actively involved in several grassroots movements, offers pro bono work for non-profits, and holds several board positions in Oklahoma City. Her dream of building better neighborhoods, thriving communities and a stronger city, while working to improve the quality of life for all Oklahomans, is the driving force behind her philanthropic and volunteer work.



### **STRENGTHS**

- Great passion for well written copy, motivating graphic design, well-planned printing, the arts and the vital work of non-profits,
- Over 40 years experience in copy, graphics, printing, public relations, branding and marketing, in both production and management roles,
- Applies extensive industry knowledge to all projects, ensuring the client always receives the best products possible in the most cost-efficient manner,
- Pre-press, electronic file and photo preparation for sheetfed, screen, digital, direct, and electronic printing; fluent in binding and finishing methods including diecutting, embossing and letterpress, bulk mail processing, kitting and assembly work, and distribution; experienced in specifying and designing POP materials and retail signage systems,
- Highly successful in website planning, site mapping, copywriting web design, and SEO optimization.
- Accomplished, award-winning writer and graphic designer.
- Able to process large quantities of fragmented information to create a piece of significance, value and effectiveness.
- Highly visual, multi-dimensional, quick thinker. Analytical and extremely detail oriented; excellent memory.
- Organized, methodical, responsible, and deadline driven.
- Excellent communicator and accomplished public speaker.
- Strong leadership, motivational and team building skills.
- Strong work ethic and work to instill that quality in others.
- Self starter, self motivator and self-employed.
- Darn friendly with a great personality and sense of humor

### **CAPABILITIES:**

- Fluent in many software programs and platforms, with preference in:
  - Adobe Creative Suite
  - Microsoft Office Suite
- Advertising, PR, branding, marketing and fund-raising plan development
- Developing branding campaigns
- Copywriting: technical, promotional, and informative
- Graphic design, logo and iconic development
- Web building and CSS (in several platforms)
- Computer illustration
- Image scanning, photo manipulation, and enhancement
- Product photography
- Consultation and marketing services
- Media planning and placement

## CLIENT SAMPLING:

- Blueprint LSAT Prep
- ARC of Wichita County, Inc
- Avalon Custom Homes
- Avalon Signature Homes
- Balliets
- BlueCo Brands/King Research
- Coleman Harrison Beauty Brand Agents
- Curlformers
- Elevate Captives
- Erico Industries
- Express Employment Professionals
- Go To Girl, Inc.
- Oklahoma Youth Orchestras
- HeritageKeep
- Kast Publishing
- Krest Product Corporation
- Little Rapids Corporation
- Living in Digital Times
- MIDMODERNdesign
- Next Step Test Prep
- Oklahoma Visual Arts Coalition (OVAC)
- Oklahoma Youth Orchestras
- OU Breast Institute
- RKP Partex International
- Silver Strings Orchestra
- Southwestern Stationery & Bank Supply
- Sweet Mini's Donut Company
- The Nature Conservancy of Oklahoma
- The Princeton Review
- The Windsor District
- Van Nest Company / VNC Sales
- Wilshire Cabinet + Co
- Wilson Ophthalmic Corporation

A sample portfolio and client references are available upon request.

## PROFESSIONAL, COMMUNITY & PERSONAL:

- Served as the Oklahoma City Chapter of the American Advertising Federation (AAF) Advertising Awards Chair, Co-Chair or Advisor for seven consecutive years
- Awarded five AAF ADDY Awards and two AAF OKC Member Of The Year Awards
- Member of Pantone Color Professionals Advisory Group
- Named one of the "50 Making A Difference in Oklahoma" in The Journal Record's Annual Woman Of The Year in 2010
- Ward 3 Member, Oklahoma City MAPS3 Citizens Advisory Board (since March 2010)
- Chairman, Oklahoma City MAPS3 Park (Scissortail Park) Subcommittee (since March 2010)
- Board Member, Scissortail Park Foundation
- Marketing Committee Member & Board Advisor, Oklahoma Youth Orchestras
- Founder, Chairman & Spokesperson for WAND (Windsor Areas Neighborhood Development), a non-profit organization whose mission is the residential and commercial redevelopment of the Windsor Areas
- Founding Member of The W (The Windsor District) operated and managed by the Windsor Area Business Group
- Past President, Newsletter Editor & Communications of the Windsor Oaks Neighborhood Association (12 years service)
- PTA Service Award Chair for the Putnam City School District from 2004 to 2015
- In-kind donor and a supporting member of: The Oklahoma Visual Arts Coalition, The Nature Conservancy of Oklahoma, and Oklahoma Youth Orchestras, as well as other non-profit agencies in the metro and the United States
- Assist non-profit agencies in the Oklahoma City metro area with pro-bono projects and workshops, as requested
- Speaker to groups and organizations focusing on building strong neighborhoods and business communities while growing a stronger and diversified Oklahoma City
- Avid mentor to the developing creative minds and young artistic talent in Oklahoma City



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