

## Professional Summary:

Digital communication expert with a proven editing, marketing, and podcasting background. Adept at elevating departmental news and entities by engaging diverse audiences through innovative communication strategies. Recognized with multiple industry awards in podcasting and notable achievements in brand growth. Successfully launched and developed two ventures, Gal on the Go Unplugged and Rock n Flow Yoga, overseeing the entire content lifecycle from development and writing to editing, advertising, and social media management.

## Skills:

Digital Content Creation: Podcasting, audio editing, video editing, storytelling

Social Media Strategy: Campaign execution, audience engagement, platform analytics

Brand Communication: Brand growth, marketing, strategic communication

Technical Tools: Adobe Creative Cloud, Audacity, Descript, MailChimp, WordPress, Eventbrite, ChatGPT, Instagram, Facebook

Content Management: Writing, editing, AP Style, newsletters, production calendars, content management systems, podcast RSS

## Entrepreneurial Experience:

Founder and Creative Director

Gal on the Go Unplugged, Reston, VA

October 2021 - Present

- Host the show “Gal on the Go Unplugged,” focusing on empowering others through shared journeys; developed every aspect of the show from conception.
- Research and book guests, write questions, produce shows, edit audio using Descript and Audacity, create promos, and market episodes on social media platforms.
- Winner of seven industry awards for best in Talk Show and Diversity; recognized for ability in hosting and interviewing.

Founder and Instructor

Rock n Flow Yoga

June 2020 - Present

- Launched Rock n Flow Yoga from its inception to its current expanded state, continuously establishing solid relationships with event venue partners, resulting in long-term loyalty, and saving my company money through price breaks.
- Develop engaging content, including a custom-curated monthly newsletter, and manage comprehensive marketing strategies that stand out in their unique approach and effectiveness.

- Successfully built a loyal community and significantly increased brand awareness through innovative marketing methods, highlighting my instructor skills and distinct business services.

## Professional Experience:

### Communication Officer

Peraton, Reston, VA

October 2022 - Present

- Oversee monthly internal newsletter; research topics, write and assign stories, and develop the annual production calendar, enhancing content quality and readability for increased readership.
- Produce weekly department reports for senior leadership, highlighting stakeholders' achievements.
- Write and edit department-wide notices on a variety of topics on behalf of leadership and communications on an as-needed basis; produce five per month on average.
- Led communication efforts for a large-scale tech event including creating the "media" kit and welcome packet, and educating the client on the value of what a communication team does, enhancing marketing efforts and increasing exposure of the event by 95%.

### Communication Officer

BLN24, Tysons, VA

May 2022 - October 2022

- Enhanced communication tools, improving the quality and consistency of organizational notices and presentations.
- Revamped an internal presentation tool adopted by other organizations.

### Communication Officer

Deloitte, McLean, VA

March 2021 - April 2022

- Improved internal bi-weekly e-newsletter, increasing feature story count and reader engagement.
- Created a popular song for the annual meeting, showing creativity and positive impact on organizational culture.

### Social Media Officer

Deloitte, McLean, VA

August 2020 - March 2021

- Generated engaging content for social media, increasing audience interaction and positive feedback.

- Developed and implemented a social media posting schedule, improving web traffic and engagement.

#### Media Manager II

Northern Virginia Community College, Fairfax, VA

August 2009 - August 2020

- Supervised a communication team, enhancing internal newsletters and social media presence.
- Built the college's social media presence from scratch, significantly increasing visibility and engagement.

#### Education:

American University, Washington, DC

Master of Arts, Digital Media, May 2006

Buffalo State University, Buffalo, NY

Bachelor of Arts, Public Communication, August 1994

#### Awards:

[Seven industry awards in podcasting](#) for excellence in digital media and content creation.

Young Alumnus Achievement Award, Buffalo State University

#### Languages:

French: Intermediate speaking and reading.

# Kimberly Evering



Dedicated yoga teacher, stand-up paddleboard (SUP) yoga instructor, stand-up paddleboard (SUP) coach, and strength coach committed to creating safe, transformative experiences through personalized instruction. Renowned for leading impactful classes and workshops at iconic venues like The Kennedy Center and Lincoln Memorial, and Love, Shine, Play Festival strongly emphasizing inclusivity and empowerment for students of all experience levels.

## Areas of Fitness Proficiency

Vinyasa Yoga | Yoga Sculpt | SUP Yoga | SUP

## Professional Experience

### Rock n Flow Yoga, Reston, VA Founder, June 2019 – Present

- Lead dynamic and inclusive Vinyasa yoga sequences at festivals, community events, and private occasions, focusing on individualized alignment and mindfulness for practitioners of all skill levels.
- Teach SUP yoga classes on lakes and pools, providing students a unique blend of yoga and paddleboarding.
- Develop original curriculums and teach multi-week workshops, including 'Building Your Confidence: Foundational Poses Every Yogi Should Know' and 'Empower Your Practice: The Uses of Blocks & Straps.'
- Oversee all aspects of the business, including class programming, finance management, marketing, and brand development, resulting in continuous growth and a loyal client base.
- Foster community engagement through collaborations with local organizations and large-scale events.

### Reston Association, Reston, VA

#### SUP Yoga Instructor and SUP Coach, May 2024 – Present (*seasonal*)

- Design and lead SUP yoga classes and group paddle sessions, teaching proper balance, paddling, and safety techniques while ensuring an accessible and enjoyable experience for beginners and seasoned participants.
- Provide private coaching sessions, tailoring instruction to meet individual fitness goals and skill development.
- Coordinate and manage equipment, including set-up, breakdown, and safety checks, maintaining a seamless and professional experience for all attendees.

### New Trail Cycling & Strength, Reston, VA

#### Lead Yoga Instructor, Cycling Coach and Strength Coach, August 2020 – September 2024

- Developed the yoga program from the ground up, offering a range of classes, including Vinyasa and Yoga Sculpt, attracting a diverse and dedicated student base.
- Organized specialized yoga workshops, such as "Yoga for Beginners" and injury recovery programs, providing participants with tools for lifelong wellness.
- Collaborated with fellow instructors to create a cohesive and supportive fitness community.

# Kimberly Evering

## **Fierce Om, Chantilly, VA**

### **Yoga Instructor, December 2018 - November 2019**

- Led Vinyasa flow classes strongly emphasizing breath control, alignment, and mindfulness, empowering students to build strength and flexibility at their own pace.
- Designed and facilitated workshops on protein nutrition and injury recovery, enhancing students' integrated approach to health and wellness.
- Focused on creating a welcoming and supportive environment for all attendees, from beginners to advanced practitioners.

## **Certifications**

- ACA SUP Yoga Instructor, April 2024
- WPA Level 1 SUP Instructor, April 2024
- American Red Cross Adult First Aid/CPR/AED, February 2024
- Yoga Alliance E-RYT 200, August 2019
- Power Yoga Extensions Program, CorePower Yoga Fairfax, October 2018
- Power Yoga Certification, CorePower Yoga Fairfax, August 2018
- Yoga Sculpt Extensions Program, CorePower Yoga Fairfax, January 2018
- Yoga Sculpt Certification, CorePower Yoga Fairfax, December 2017

## **Memberships**

- American Canoe Association, April 2024
- World Paddle Association, April 2024
- Girl Paddlers, Northern Virginia Moderator, 2023
- Yoga Alliance, August 2018
- Manduka Ambassador

## ***Distinct Professional Experience***

International Olympic Committee Reporter

- 2014 Winter Games, Sochi, RU
- 2010 Winter Games, Vancouver, BC

## **Education**

- MA, Digital Journalism - American University
- BA, Public Communication - Buffalo State University