

KIMBERLY C STEELE

Copy Direction | Brand Strategy

CONTACT

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OBJECTIVE

As a copy director and brand strategist with 10 years' marketing experience, I shape impactful brand experiences around offerings that deliver real value to real people. Leveraging smart business strategy and building on creative best practice, I aim to build truly collaborative teams dedicated to quality and brand growth.

FREELANCE

- Boost by Kaplan (with Google)
- Esmail Corp (with USA's Mr. Robot)
- Celgene (Pharma)
- Barclaycard (Finance)
- Caswell-Massey (Health & Beauty)
- Harvard Edu. Press (Academic editing)
- StyleMatters Writing (Consulting)
- Temple University (Education)

SKILLS

- Copy direction and creative direction
- Brand, content, email, and social strategy
- UX, web, email, product, video, paid media, organic social, and advertising writing
- B2B, B2C, B2I, PaaS, SaaS
- Chicago, AP, APA, AMA
- WordPress, GSuite, MS, Adobe, Salesforce, Hubspot, Asana, Basecamp, Highspot
- Working French, some Spanish

EDUCATION

MFA, Creative Writing

NEW SCHOOL UNIVERSITY, NYC

BA, English & Psychology

GEORGETOWN UNIVERSITY, WASHINGTON DC

EXPERIENCE

Copy Director, Product & Content Marketing

BIGID, NYC — MARCH 2020 TO PRESENT

- Develop brand voice and messaging for award-winning data privacy and security PaaS
- Lead high-level brand decisions and scale messaging to rapid product and market growth
- Work with R&D and customer success teams to leverage insights for content development
- Hire, supervise, and art direct in-house writers and freelance graphic designers
- Distill complex product features and tech integrations into benefits-first copy

Accomplishments

- Created sales collateral that secured two Fortune 100 customers in first three months
- Helped spearhead startup's first employee resource group (ERG) — BigID Pride

Copy Lead, Brand

KAPLAN TEST PREP, NYC — 2018 TO 2020

- Directed and mentored creative team of four senior copywriters — and offered daily, hands-on guidance to help them align individual and team goals with high-level business needs
- Adapted the brand and upheld brand integrity, training creatives, vendors, and agencies
- Ran point with stakeholders — and business, UX, development, and digital media teams
- Co-led market research initiatives to unlock specific consumer insights that would inform our evolving brand strategy, campaign concepts, and creative direction
- Alongside creative director, managed concepts for full-funnel marketing campaigns and approved all final copy and design work
- Created clearly defined, data-driven, executable brand guidelines for creatives and marketers
- Established multi-brand messaging and architecture for new acquisitions

Accomplishments

- Engaged ad agency Collins (of Bose, MailChimp accounts) to establish brand refresh
- Helmed creative restructure, integrating all design and copy talent under brand team
- Led company-wide rebrand, securing approval from C-suite and 12+ department heads

Senior Copywriter / Content Strategist

KAPLAN TEST PREP, NYC — 2014 TO 2018

- Pitched and executed integrated campaigns for top ten B2C and B2B audiences
- Created brand book, voice style guide, and editorial style guide
- Hired and led a team of 20+ contract blog writers and subject matter experts

Copywriter

DEVONA, NYC — 2013 TO PRESENT

- Provide all client copy as the exclusive contract copywriter for a UX agency focused on completely reimagining the digital interactive experience

Co-Founder, Editor, Publisher

AUGURY BOOKS, AN INDEPENDENT PRESS IN NYC — 2011 TO 2017

- Sold company as an imprint to Brooklyn Arts Press in October 2017
- Built all business operations, sales, marketing, production, and staff from the ground up
- Author honors under my leadership include O.Henry Prize for Short Fiction, Boston Review Poetry Prize, nominations for CLMP Firecracker and National Endowment for the Arts, etc.