

KIMBERLY C STEELE

(SHE/HER)

Director of Brand

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EDUCATION

Georgetown University

B.A. English and Psychology double major

New School University

M.A. Creative Writing

FREELANCE WRITING

- Thumbtack (Home services)
- Betterment (Finance)
- Barclaycard (Finance)
- Triad (Professional services)
- USA / Mr. Robot (Entertainment)
- Boost by Kaplan & Google (Education)
- Caswell-Massey (Health & Beauty)
- Harvard Education Press (Academia)
- Temple University (Education)
- Philadelphia Gas Works (Municipal)

VOLUNTEER

- The Trevor Project
LGBTQIA+ Crisis Counseling

SKILLS

- Brand strategy
 - messaging
 - positioning
 - voice and tone
 - copy guidelines
 - editorial style
- Creative direction
- Copy direction
- Copywriting
- Content strategy
- Integrated campaign planning
- B2B, B2C, SaaS

BLUECORE, NYC

Director of Brand, October 2022–current

- Devise complete brand strategy and creative guidelines for unicorn technology company
- Create messaging assets for sales, customer success, product/UX, L&D, and people teams
- Built pitch deck that helped close \$18M deal in Q4—among multiple smaller deals

Director of Content Marketing, March 2022–October 2022

- Led integrated campaign planning for Black Friday/Cyber Monday and holiday campaigns
- Wrote copy for website overhaul, decreasing dead clicks by 50% and bounce rate by 22%

BGID, NYC

Copy Director, March 2020–March 2022

- Developed brand voice for award-winning, unicorn data privacy and security SaaS
- Created messaging that secured two enterprise buyers in first three months
- Grew marketing team from 4–14 in one year, with zero turnover
- Helped spearhead first company ERG, BigID Pride

KAPLAN TEST PREP, NYC

Copy Lead, June 2018–March 2020

- Hired, managed, and mentored creative team of four senior copywriters, helping them align individual professional goals with team KPIs and business OKRs
- Enabled in-house creatives—as well as external partners, vendors, and agencies—to adapt brand voice and messaging to any project
- Upheld brand integrity and evolved voice around product updates and market trends
- Co-led market research initiatives to unlock consumer insights that informed brand, campaign, and creative direction
- Approved all campaign concepts, final copy, and design work
- Established multi-brand messaging for new acquisitions under the Kaplan parent brand

Senior Copywriter, March 2017–June 2018

- Created and implemented company-wide brand book (digital and PDF versions)
- Concepted, pitched, and executed integrated campaigns for top eight audiences

Content Strategist, August 2014–March 2017

- Hired and led a team of 12 to 18 freelance blog writers and subject matter experts
- Managed content strategy for 8 blogs, with 110% traffic lift in year one, ~30% YOY after

AUGURY BOOKS, NYC

Co-founder, Owner, Publisher 2011–2017

- Sold company as imprint to Brooklyn Arts Press in October 2017
- Built all operations, staff, sales, marketing, and production processes from the ground up
- **Press awards and acknowledgements:** O.Henry Prize for Short Fiction, Lambda Literary Award Finalist, Indie Book Award Finalist, Boston Review Poetry Prize, National Endowment for the Arts nomination