

KIMBERLY C STEELE

SHE/HER or THEY/THEM

BRAND DIRECTOR | COPY DIRECTOR

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FREELANCE WORK

Current Contracts (March 2023 to Present)

- Guardian Life (Insurance)
- Securiti.AI (Data security)
- Mercy University (Education)
- Thumbtack (Home services)

Previous

- Betterment (Finance)
- Devona (Interactive UX Agency)
- USA/Mr. Robot (Entertainment)
- Harvard Education Press (Research)

VOLUNTEER

- The Trevor Project
- Hope for a Healthier Humanity

SKILLS AND SOFTWARE

- Brand development and strategy
 - architecture
 - positioning
 - messaging
 - voice and tone
 - editorial style
- Copy direction
- Copywriting
- Content strategy
- B2B, B2C, SaaS
- MS Office, Google Suite, Adobe, Canva, Asana, Monday, Wrike, Welcome, WordPress

EDUCATION

Georgetown University, DC, 2004

BA, Double major in English and Psychology

New School University, NYC, 2009

MFA, Creative Writing

BLUECORE, NYC

Director of Brand — October 2022 to March 2023

- Devised B2B brand strategy for AI-driven retail SaaS unicorn (1B+ valuation) startup
- Created unified brand messaging for content marketing, product, sales, and customer success
- Garnered brand support from fellow department leads to proliferate messaging company-wide
- Organized and implemented interactive brand training exercises and certification for employees
- Oversaw 2 senior copywriters (1 content and 1 UX) on messaging for product launches, integrated campaigns, video scripts, web copy, webinars, and display/social ads
- Built sales pitches that closed a \$1M account in Q4 — and smaller accounts in earlier quarters
- Co-led content strategy and creative direction for website redesign, wrote all web copy

BIG-ID, NYC

Copy Director — March 2020 to March 2022

- Established brand voice for award-winning, unicorn data privacy and security SaaS (B2B)
- Developed messaging that secured two enterprise buyers in first three months
- Grew marketing team from 4-14 in two years, with zero turnover
- Helped spearhead first company ERG, BigID Pride

KAPLAN TEST PREP, NYC

Copy Lead — June 2018 to March 2020

- Hired, managed, and provided hands-on mentorship to creative team of 4 senior brand and UX copywriters, helping them align their professional goals with KPIs and OKRs
- Trained all in-house writers and designers — as well as external partners, vendors, and agencies — to apply brand guidelines to any project
- Guided brand evolution, adapting to product updates and changes in the market
- Co-led market research initiatives and unlocked consumer insights to inform brand direction
- Approved all campaign concepts, final copy, and design work
- Established multi-brand messaging for new acquisitions under the Kaplan parent brand

Senior Copywriter — August 2014 to June 2018

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

Owner and Co-Founder of Independent Poetry and Fiction Press — 2011 to 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 honors:** O.Henry Prize for Short Fiction, Lambda Literary Award Finalist, Indie Book Award Finalist, Boston Review Poetry Prize, National Endowment for the Arts nomination