

# Kimberly Steele *she/her*

## Copy Director | Senior Copywriter | Copy Editor

With six years of experience building and leading copy teams — and twice that helping brands speak clearly and confidently about their differentiators in crowded markets — I specialize in creating standout messaging. I've helped startups and enterprises in the finance, tech, data, higher education, entertainment, and nonprofit sectors capture B2B and B2C audiences with captivating, relatable copy and repeatable writing strategies.

### Contact



**Phone**  
646.670.8870



**Email**  
[KimberlyCSteele@gmail.com](mailto:KimberlyCSteele@gmail.com)



**Portfolio**  
[KimberlyCSteele.com](http://KimberlyCSteele.com)



**LinkedIn**  
[linkedin.com/in/kimberlycsteele/](https://linkedin.com/in/kimberlycsteele/)

### Education

#### New School University

MA in Creative Writing

#### Georgetown University

BA in English and Psychology (double)

### Skills

- Researching, developing, and implementing robust brand strategy, including rollout, execution, training, and maintenance
- Establishing brand architecture, including mission, vision, positioning, messaging, voice and tone, and editorial style guidelines.
- Copy direction
- Copywriting
- Copy editing
- Proofreading
- Marketing, product, and UX writing
- MoS: Chicago, AP, APA, AMA, MLA

### Software | Platforms

Google Suite | MS Office | WordPress  
Drupal | Prismic | Adobe | Figma | Canva  
Asana | Monday | ClickUp | Welcome  
Google Analytics | Google Ads  
~7 social media platforms

### Experience | Full time and contract | NY, NY



#### Senior Brand Copywriter | 2021 to current | Contract **Thumbtack**

Thumbtack, a tech unicorn and leader in the online home services space, is considered one of the first companies that defined the current gig economy. Since 2021, I've been the go-to contract copywriter for their brand marketing team, creating messaging and developing content for major brand rollouts. Using audience insights, I've written hundreds of emails, social posts, landing pages, and price guides for our B2B ("pros") and B2C (homeowners) users and prospects, including content for our "Thumbtack for Real Estate" product launch and Realtor.com partnership.



#### Senior Copywriter | 2023 to 2024 | Full time **Guardian Life Insurance**

Guardian, a Fortune 500 financial services company, publishes eight to ten reports every year on the financial impact workplace trends have on American workers and businesses. Analyzing proprietary data and collaborating with executives and SMEs, I researched, wrote, and edited several of these high-impact reports, including the annual "Mind, Body, Wallet," which explores worker wellbeing across three pillars: mental, physical, and financial.



#### Brand Director | 2022 to 2023 | Full time **Copy Director | 2022 | Full time** **Bluecore**

Bluecore is a retail-specific SaaS that simplifies enterprise marketers' complex tech stacks by bringing CRM, eCommerce, analytics, and data intelligence solutions under one platform. As head of the brand/creative team, I established our brand strategy and value props, unified messaging and voice across channels, and turned key members of leadership into enthusiastic brand ambassadors. I also spearheaded an annual Retail Benchmark Report, managed two copywriters, led a website overhaul, and developed a sales motion that helped close \$3M in my first year.



#### Copy Director | 2020 to 2022 | Full time **BigID**

Founded in 2016, BigID quickly became a leader in the data privacy and security space. As copy director, I created content that secured two enterprise buyers in the first quarter, helped grow the marketing team from four to 14 in two years, and cofounded BigID Pride, the org's first ERG.



#### Senior Copywriter | 2020 | Contract **Betterment**

At tech-driven financial services company Betterment, I helped stand up social media, advertising, and blog content aimed at educating investors on market trends, retirement solutions, investment strategies, and money management.



#### Copy Lead | 2018 to 2020 | Full time **Senior Copywriter | 2015 to 2018 | Full time** **Kaplan Test Prep**

In my time at Kaplan Test Prep, I helped guide our brand evolution through competitive research and market insights, established and implemented a comprehensive brand strategy, including voice and tone guidelines, and mentored a creative team of four senior brand copywriters.



#### Editor-in-chief, Cofounder | 2010 to 2017 | Full time **Augury Books**

As owner of an independent publishing house focused on poetry and nonfiction, I built all sales, marketing, and operations from the ground up. I solicited and reviewed submissions, negotiated agreements, and edited manuscripts in collaboration with authors. As I transitioned fully into copywriting, I sold the press as an imprint to Brooklyn Arts Press (BAP) in 2017. *Press honors under my tenure include the O. Henry Prize, the Boston Review Poetry Prize, and the CLMP Firecracker Award.*