

# Kimberly Steele

## Director of Content, Copy, Brand

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### SKILLS

**Content and brand strategy skills:** Content strategy, brand strategy, creative strategy, go-to-market strategy, campaign development, campaign management, integrated marketing, account-based marketing (ABM), competitive analysis, market research, consumer insights, data-driven decision-making, A/B testing, search engine optimization (SEO), search engine marketing (SEM), analytics tools, brand positioning, messaging development, internal brand training, brand templates, messaging templates, multi-brand strategy

**Copywriting and content development:** Content creation, copywriting, editing, SEO copywriting, UX writing, long-form and short-term content, email marketing, paid media, earned media, social media content, video scriptwriting, blog writing, storytelling, narrative voice, brand voice, tone development, content calendar management, whitepapers, reports, annual reports, data sheets, case studies

**Branding and creative direction:** Brand development and management, art direction, copy direction, creative direction, brand guidelines creation, brand templates, messaging templates, rebranding initiatives, cross-channel branding, digital and print advertising

**Leadership and collaboration:** Team leadership and mentorship, cross-functional collaboration, project management, stakeholder engagement, vendor and agency coordination, training and development, feedback training

**Technical proficiencies:** Content management systems (CMS): WordPress, Drupal, Joomla, Squarespace, Wix; Customer relationship management (CRM): Salesforce, HubSpot, Shopify; Marketing automation: Marketo, Mailchimp, Pardot; Project Management Tools: Asana, Trello, Jira, Monday, Welcome; Analytics platforms: Google Analytics, Hotjar; Design tools: Adobe Creative Suite, Canva, Figma; Social media platforms: Facebook, Instagram, LinkedIn, TikTok, Twitter; AI: ChatGPT certification, ClaudeAI

**Industries:** Fintech, Martech, Software as a Service (SaaS), Big Data, Data security, Data privacy, Data governance, Entertainment, Higher education, Retail, Insurance, Home services, Gig economy, B2B, B2C, DTC, Health and wellness, Pharma writing

### WORK EXPERIENCE

#### Hope for a Healthier Humanity

**Global Director of Brand, Creative, and Marketing:** March 2024 – current

**Director of Brand and Creative:** March 2023 – March 2024 (*promoted*)

- Oversee cross-functional teams and agency partners to execute integrated campaigns that fuel growth and fundraising
- Lead ongoing competitive analysis to sharpen brand positioning, messaging, and differentiated value propositions
- Secure funding through grant writing and bolster both collaborative efforts and in-kind donations via strategic partnerships
- In first 6 months, drove 950% growth in web traffic, a 51% increase in email subscribers, and 2M+ social impressions

#### Thumbtack

**Senior Brand Copywriter (Fractional):** January 2021 – current

- Shaped brand messaging for \$3.2B startup that *TechCrunch* calls “one of the earliest movers in the gig economy”
- Collaborated with brand, product, and CRM teams to develop high-impact campaigns, lifecycle initiatives, and in-product UX
- Supported brand strategy during 2021 to 2023 growth period marked by a 40% rise in new business on the platform

#### Bluecore

**Director of Brand:** October 2022 – March 2023

**Director of Content Marketing:** March 2022 – October 2022 (*promoted*)

- Led brand strategy and cross-channel messaging for unicorn (\$1B+) AI-driven, retail-specific SaaS for martech space
- Aligned all creative to accelerate enterprise growth and strengthen market position
- Built comprehensive brand guidelines and templates, trained internal teams, and transformed leadership into brand champions
- Directed company-wide rebrand, website overhaul, and a new sales playbook that helped close \$3M in Q4 of 2022

#### BigID

**Director of Content and Product Marketing:** March 2020 – March 2022

- Developed hundreds of long- and shortform assets to secure multiple enterprise clients for unicorn (\$1B+) SaaS in data space
- Partnered with sales to transform strategic insights into full-funnel ABM campaigns targeting priority enterprise accounts
- Created internal comms and materials to support the launch of company's first ERG, BigID Pride, advancing DEI culture

#### Kaplan Test Prep

**Copy Lead:** June 2018 – March 2020

**Senior Copywriter and Content Strategist:** March 2016 – June 2018 (*promoted*)

**Content Strategist:** March 2015 – March 2016 (*promoted*)

**Copywriter:** August 2014 – March 2015 (*promoted*)

- Hired, managed, trained, and mentored creative team of 4 senior copywriters, with final approval over all creative
- Unlocked consumer insights to lead and evolve the brand, and built multi-brand messaging strategy for new acquisitions

### ADDITIONAL EXPERIENCE

#### Various clients

**Consultant, contractor:** January 2011 – current

**Tech, Data, SaaS:** SecuritiAI

**Finance:** Guardian Life Insurance, Betterment, Paychex

**Higher education:** Harvard Education Press, Mercy University

**Nonprofit:** The Trevor Project (volunteer), Forté Foundation

**Pharma:** PIXACORE, Celgene

**Entertainment, Television:** Esmail Corp / USA

**Creative agency:** Devona, Lyon Visuals

#### Augury Books

**Co-founder, Co-Editor-in-Chief:** August 2011 – September 2017

Published award-winning nonfiction titles and managed editorial operations before successfully selling company in 2017

### EDUCATION

**Master of Arts (MA) in Creative Writing, 4.0:** New School University, New York, New York

**Bachelor of Arts (BA) in English and Psychology, cum laude:** Georgetown University, Washington, DC, Lannan Writing Fellowship

### CERTIFICATIONS

**Certificate in Prompt Writing for ChatGPT and LLMs (Large Language Models):** Coursera, Vanderbilt University, online