

KIMBERLY STEELE

Creative, Copy, Content Director

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CURRENT WORK EXPERIENCE

Hope for a Healthier Humanity

Global Director of Brand, Creative, and Marketing (Fractional): March 2024 – present

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

- Lead international creative teams and agency partners to build insight-led campaigns that drive brand growth and fundraising
- Translate complex health equity work into human-centered storytelling that informs and inspires
- Develop multichannel creative across web, social, email, video, and events
- In 2024, helped secure \$1.6M+ in funding through narrative-rich, data-driven communications
- In first six months, drove 950% growth in web traffic, a 51% increase in email subscribers, and 12M+ social impressions

Thumbtack

Senior Brand Copywriter (Contract): January 2021 – present

- Shape voice and messaging for a \$3.2B startup that *TechCrunch* calls “one of the earliest movers in the gig economy”
- Drive brand storytelling and strategy during a period of explosive growth, with a 40% rise in new business and a surge in market share
- Build unified campaigns that speak to both B2B pros and B2C homeowners, a nuanced challenge that requires precise framing
- Collaborate across product, CRM, and lifecycle teams to develop integrated marketing campaigns and in-product UX

PREVIOUS WORK EXPERIENCE

Guardian Life Insurance

Senior Thought Leadership Copywriter: March 2023 – March 2024

- Researched, conceptualized, wrote, edited, and contributed to eight high-impact reports on workforce, health, and financial trends
- Translated 700+ pages of raw survey data into accessible, insight-driven narratives for both B2B and B2C audiences
- Created content for Guardian’s demand gen channels, including webinars, executive talking points, and thought leadership series
- Balanced brand voice, data storytelling, and strategic clarity to help drive awareness, trust, and audience engagement

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 in martech space
- Spearheaded training that enabled executive leadership and eight departments to adopt unified messaging across all touchpoints
- Directed company-wide rebrand, website overhaul, and sales playbook that supported \$3M in enterprise sales in Q4 2022
- Ghostwrote executive keynote speeches and supporting slide decks for major tech conferences
- Produced 250+ new and rebranded assets in one year, including reports, web pages, sales decks, and product sheets
- Oversaw two UX and brand senior copywriters to support all marketing and product needs

BigID

Director of Copy, Content, and Product Marketing: March 2020 – March 2022

- Generated 2.5M in pipeline for award-winning data intelligence SaaS via ABM campaigns targeting Fortune 500 enterprise accounts
- Co-led the launch of company’s first ERG, BigID Pride, promoting a more connected, inclusive company culture
- Helped grow marketing team from 4 to 14 full-time employees, with zero turnover

Betterment

Senior Copywriter (Contract): February 2020 – February 2022

- Wrote paid and organic social copy for Betterment’s investing and retirement products.
- Created ad copy that boosted engagement across Meta, Google, and LinkedIn.

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 team of four senior copywriters
- Unlocked consumer insights to drive multi-brand voice for two acquisitions, improving brand integrity in focus groups
- Wrote high-volume email, social, web, print, and OOH copy for multichannel campaigns
- Project managed a team of 25 contributing subject matter experts (SME), ensuring seamless collaboration
- Created new content models, editorial guidelines, messaging templates, and workflows that cut turnaround times by 25 – 33%
- Led quarterly performance reviews of key content, aligning SEO data with customer behavior and purchase intent
- Wrote promotional emails, web copy, paid ads, and SEO content that supported seven-figure revenue channels

ENTREPRENEURIAL EXPERIENCE

Augury Books

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

Published 8 nonfiction titles and managed all staffing and editorial operations before successfully selling company as imprint

Various Clients

Consultant / Contractor: January 2011 – present

Creative agency: Devona, Lyon Visuals
Organic growth agency / SEO: Omniscient
Higher education: Harvard Education Press, Mercy University
Pharma: PIXACORE, Celgene
Entertainment, Television: Esmail Corp, USA
Nonprofit: Forté Foundation

VOLUNTEER EXPERIENCE

The Trevor Project

Trained Crisis Counselor: October 2020 – August 2022

CERTIFICATION

Coursera | Vanderbilt University, Online

Certificate in Prompt Engineering for Large Language Models (LLMs): July 2025

Certificate in ChatGPT Advanced Data Analytics: In progress

EDUCATION

New School University, New York, NY

Master of Arts (MA) in Creative Writing: August 2007 – May 2009

Georgetown University, Washington, DC

Bachelor of Arts (BA) in English and Psychology: August 2000 – May 2004

Honors: National Merit Finalist, Lannan Poetry Fellow, Robert C. Byrd Scholar

SKILLS

Strategy and Positioning

Content strategy, brand strategy, creative direction, go-to-market strategy, campaign development, campaign management, integrated campaigns, account-based marketing (ABM), competitive analysis, market research, audience segmentation, A/B testing, data-driven insights, analytics, content optimization, paid media, earned media

Branding and Creative Direction

Brand identity, brand architecture, brand templates, brand guides, brand guidelines, internal brand training, brand management, messaging frameworks, messaging templates, voice and tone, art direction, copy direction, rebranding, cross-channel consistency, style guide development, editorial style guide creation, multi-brand strategy, digital and print advertising

Leadership and Collaboration

Team management, team leadership, mentorship, training and development, stakeholder engagement, feedback training, cross-functional alignment, conflict resolution, project leadership, vendor and agency coordination, DEI building, internal communications

Copy and Content Creation

AI writing, copywriting, content development, UX writing, storytelling, email marketing, SMS marketing, search engine optimization (SEO), search engine marketing (SEM), social media, organic social, video scripts, blogs, whitepapers, data sheets, case studies, annual reports, guides and reports, long-form content, short-form content, technical writing, grant writing, press releases, sales enablement materials, product descriptions, landing pages, direct mail, thought leadership, user-generated content (UGC), webinar scripts, podcast scripts, presentations, training materials, FAQ development, product manuals, content calendars, editorial calendars, copy editing, proofreading

Tools and Platforms

CMS: WordPress, Drupal, Squarespace, Wix, Contentful, Prismic

CRM and e-commerce: Salesforce Marketing Cloud, HubSpot, Highspot, Trustpilot, G2, Shopify

Marketing automation: Marketo, Mailchimp, Pardot, Klaviyo, MailerLite, Omnisend

Social media management: Sprout Social, Hootsuite, Sprinklr

SEO tools: Semrush, Moz, Surfer, Screaming Frog, Clearscope

Project tools: Asana, Notion, Jira, Monday, ClickUp, Wrike, MMARS, Basecamp, Trello, Airtable, Smartsheet, Workfront, Welcome, Basecamp

Analytics: Google Analytics, Hotjar, Adobe Analytics

Design: Adobe Creative Suite, Figma, InVision, Canva, Sketch

AI tools: ChatGPT, Claude.AI, Google Gemini, Copy.AI, Jasper

Social platforms: LinkedIn, Instagram, TikTok, Twitter / X, Facebook, Threads, YouTube, Reddit

Industries

AI, tech, software-as-a-service (SaaS), finance, fintech, retail, martech, big data, data intelligence, data privacy, data security, data governance, information technology, infotech, information security, education, health insurance, life insurance, health and wellness, pharma, nonprofit, entertainment, retail, gig economy, home services, business-to-business (B2B), business-to-consumer (B2C), direct-to-consumer (DTC)