

# Kimberly C Steele, Copywriter

## Kaplan

### **Copy Lead**, March 2018 to present

- **Project:** Created new brand personality and voice for a company rebrand, pitching to stakeholders and securing organization-wide approval in September 2018
- **Current:** Help spearhead company restructure, better aligning and leveraging copy and design resources
- Train executives, directors, and leaders on overall and division-specific brand voice execution
- Build and help run dedicated copy team, as well as provide cross-departmental leadership for entire company's copy talent

### **Senior Copywriter**, March 2017 to March 2018

- Concepted and executed multi-channel, brand-level campaigns for top 10 audiences
- Wrote and planned online brand book, creative style guide, and editorial style guide

### **Copywriter / Content Strategist**, August 2014 to March 2017

- Helped concept integrated campaigns, aligning with market research, user journeys, UX, and SEO
- Conducted creative team brainstorming and stakeholder pitches

## Devona

### **UX Freelance Copywriter**, 2012 to present

Provide all client copy for boutique UX agency, focusing on changing the conversation in online "interactivity"

## Temple University Marketing

### **Web Writer & Content Strategist**, 2011

Led external-facing website overhauls for academic and administrative departments

## Freelance Writer — Various clients, 2007 to present

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|-----------------------------|---------------------------|---------------------------|
| ▶ Barclaycard (UK)          | ▶ Bayer                   | ▶ Caswell-Massey          |
| ▶ Lyon Visuals              | ▶ CompoundEye (UK)        | ▶ Celgene                 |
| ▶ uinterview                | ▶ Philadelphia Gas Works  | ▶ Wrap Queen              |
| ▶ Employee Max Payroll & HR | ▶ StyleMatters Consulting | ▶ Harvard Education Press |

## Augury Books — Independent fiction and poetry press

### **Editor at Large**, 2017 to present

### **Sold company as imprint to Brooklyn Arts Press**, 2017

### **Founding Publisher and Co-Editor**, 2011 to 2017

Author honors under my tenure include: O.Henry Prize for Short Fiction, *Boston Review* Poetry Prize, *Poets & Writers* Amy Award, CLMP Firecracker nominations, National Endowment for the Arts Fellowship, Literature

## Education

**MFA, Creative Writing**, The New School, New York, New York, 2009

**BA, English & Psychology**, Georgetown University, Washington DC, 2004