

# Kimberly C Steele, Copywriter

## Kaplan

### **Copy Lead**, Mar 2018 to present — *Report to Creative Director*

- **In September 2018**, pitched new brand personality and voice strategy to key stakeholders across organization (12+ departments and their executives), securing approval for company-wide rebrand
- **Current:** Train C-level executives, directors, and leaders on overall and audience-specific voice execution
- Build and run in-house copy team of 1 senior copywriter and 4 mid-level copywriters
- Provide cross-departmental leadership for entire company's copy talent
- Help create and implement internal restructure, moving design and copy talent under creative team

### **Senior Copywriter**, Mar 2017 to Mar 2018 — *Reported to Creative Director*

- Conceived and executed several multi-channel, integrated campaigns for top 10 audiences, aligning with market research, user journeys, UX, and SEO
- Wrote and planned online brand book, creative style guide, and editorial style guide
- Conducted creative team brainstorming and stakeholder pitches

### **Copywriter-Content Strategist**, Aug 2014 to Mar 2017 — *Reported to Exec. Dir. of Marketing*

- Managed all content and strategy for Kaplan's top 8 blogs, consistently exceeding KPIs for lead-generation
- Hired and led a team of 25+ freelance bloggers, from college students to industry experts

## Devona

### **UX Freelance Copywriter**, 2012 to present — *Client is Creative Director, Founder*

Provide all client copy as go-to copywriter for UX agency focused on transforming digital "interactivity"

## Temple University Marketing

### **Web Writer & Content Strategist**, 2011 — *Reported to Director of Marketing*

Led external-facing website overhauls for academic and administrative departments

## Augury Books — Independent fiction and poetry publisher

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

### **Co-owner, Founding Publisher, and Editor in Chief**, 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

## Freelance Writer — Various clients, 2007 to present

- |                             |                           |                           |
|-----------------------------|---------------------------|---------------------------|
| ▶ 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 |

## Education

**MFA, Creative Writing**, The New School University, New York, NY – 2009

**BA, English Writing and Psychology**, Georgetown University, Washington DC – 2004