

Kimberly C Steele, Copywriter

Kaplan

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

- Supervise creative marketing team of 4 copywriters
- Direct creative concepts, run point with stakeholders, and approve all work at various stages
- Oversee and approve all cross-departmental copy, providing leadership to writers outside marketing
- Train outside agencies, vendors, and consultants on brand voice

Accomplishments

- **Sept 2018:** Created company-wide voice rebrand, securing approval from C-level executives and 12+ department heads across organization
- **May 2019:** With CD, helmed a company restructure, moving all design and copy talent under creative team

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

- Conceived and executed multi-channel, integrated campaigns for top 10 audiences, writing for video, email, social, web, ads, etc., and aligning with market research, user journeys, UX, and SEO
- Wrote and produced digital brand book, creative style guide, and editorial style guide

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, annually exceeding KPIs for lead-generation
- Hired and led a team of 25+ industry experts as writers

Devona

UX Copywriter, contract, 2012 to present — *Client is Creative Director & Founder*

Provide all client copy as exclusive contract copywriter for NYC agency focused on reimagining interactivity

Temple University Marketing

Copywriter & Content Strategist, 2011 — *Reported to Director of Marketing*

Led student-facing website overhauls for various academic and sports departments

Augury Books, an independent book publisher

Co-owner, Founding Publisher, and Editor in Chief, 2011 to 2017

- Ran all operational and editorial duties, including staffing, soliciting and editing manuscripts, producing print and ebooks, publicizing authors, setting up readings and events, securing grants, submitting to awards, etc.

Accomplishments

- **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, etc.
- **Oct 2017:** Sold company as imprint to Brooklyn Arts Press

Various clients

Writer, contract, 2010 to present

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| ▶ Esmail Corp | ▶ Bayer | ▶ Caswell-Massey |
| ▶ Barclaycard | ▶ Harvard Education Press | ▶ Celgene |
| ▶ uinterview | ▶ Philadelphia Gas Works | ▶ StyleMatters Consulting |

Education

MFA, Creative Writing, The New School University, New York, NY – 4.0

BA, Double major in English and Psychology, Georgetown University, Washington DC – 3.6