

# Kim Wacker

(813) 895-6353

wackerkimberly@gmail.com

kimwackerportfolio.com

## SUMMARY

I'm a dynamic communications and content marketing leader with 17 years of senior-level experience across the technology, staffing, healthcare, and media sectors. My key areas of expertise include copywriting, content creation, social media strategy, brand storytelling, and project management. I've successfully managed cross-functional teams, optimized marketing campaigns, and delivered innovative solutions that drive engagement, brand loyalty, and revenue growth. I'm agile, metrics-driven, and passionate about shaping powerful brand narratives across digital platforms.

## MY SKILLS

**Operational Skills:** Project Management, Workflow Optimization, Event Coordination, Campaign Execution, Vendor Management, Scheduling Coordination, Process Improvement, Budget Oversight, Content Calendar, KPI Reporting, Risk Assessment, Resource Allocation, Caseload Management, Case Documentation, Event Marketing, Stakeholder Engagement, Staff Training, Client Relations, Crisis Management

**Technical Skills:** Content Strategy, Copywriting Mastery, SEO Optimization, Video Production, Data Analytics, CRM Systems, CMS Platforms, Email Campaigns, Social Listening, Paid Media, Website Management, Graphic Design, AI Integration, Campaign Automation, Multimedia Editing, Analytics Reporting, CRM Integration, Chatbot Deployment, PPC Advertising, Lead Generation

**Leadership Skills:** Team Leadership, Cross-Functional Collaboration, Talent Development, Conflict Resolution, Strategic Planning, Client Advocacy, Staff Mentorship, Decision Making, Change Management, Performance Reviews, Stakeholder Alignment, Executive Reporting, Organizational Development, Training & Facilitation, Partnership Building, Influencer Engagement, Thought Leadership, Talent Acquisition, Operational Excellence, Creative Direction

## PROFESSIONAL EXPERIENCE

### Wacker Social Enterprises, LLC

#### Founder & Chief Storyteller | 2016 – Present

- Deliver consulting services in copywriting, content strategy, and marketing across industries worldwide.
- Manage social media accounts and freelance recruitment for national clients.
- Lead content calendars, editorial planning, and multi-platform campaigns.
- Optimize client engagement through targeted messaging and project delivery.
- Execute experiential event marketing and activation strategies.
- Oversee project timelines, budgets, and stakeholder communication.

### HubSpot

#### Copywriter | March 2023 – July 2024

- Interviewed startup founders for original blog articles and thought leadership pieces.
- Crafted diverse content focused on venture capital and entrepreneurial success.
- Collaborated with editorial and marketing teams on publication strategies.
- Ensured SEO-optimized delivery for digital platforms.
- Maintained publishing schedules in dynamic, high-volume environments.
- Delivered content aligned with HubSpot's brand and voice.

### SURESTAFF, LLC

#### Copywriter | April 2021 – July 2024

- Authored blog posts and whitepapers on HR, staffing, and employment trends.
- Enhanced brand authority through strategic content initiatives.
- Developed content calendars aligned with SEO best practices.
- Integrated keywords and analytics data to boost search rankings.
- Collaborated with marketing teams for campaign execution.
- Increased organic engagement through targeted writing and distribution.

### Blade Ronner Media, LLC

#### Director of Operations & Senior Writer | November 2020 – July 2024

- Led operational oversight of client relations, team management, and project tracking.
- Supervised freelancers and assigned deliverables to meet deadlines.
- Authored weekly blogs across technology, social media, and filmmaking sectors.
- Directed cross-functional communications with national clientele.
- Coordinated copy production and visual asset development.
- Managed CRM data and optimized client retention strategies.

### SWBC Mortgage

#### Director of Content Marketing & Communications | June 2022 – December 2022

- Led multi-channel content marketing and communication strategies.
- Created marketing assets including print, digital, and video scripts.
- Oversaw internal messaging, press releases, and employee engagement campaigns.
- Collaborated with executive leadership to align brand messaging.

- Supported corporate training initiatives as on-camera talent.
- Managed campaign tracking and reporting analytics.

## Workrise

### Content Marketing Manager | May 2021 – December 2021

- Designed labor gap content campaigns for marketing and sales enablement.
- Led content strategy planning with internal marketing and brand teams.
- Managed third-party agencies for SEO and copywriting partnerships.
- Produced high-performing blog articles, landing pages, and nurture campaigns.
- Supported product launches through integrated content streams.
- Delivered measurable growth in lead generation and client engagement.

## Palmetto

### Copywriter | May 2020 – September 2020

- Produced multi-format copy including print, digital, social media, and mobile content.
- Participated in creative brainstorming and conceptual development sessions.
- Worked collaboratively with designers and marketing teams.
- Maintained editorial calendars and production deadlines.
- Supported brand messaging initiatives across platforms.
- Delivered content aligned to performance marketing metrics.

## IBM

### Attraction and Campaign Manager | July 2018 – February 2020

- Led B2B talent attraction campaigns for IBM client Corning Incorporated.
- Increased LinkedIn and Twitter engagement by over 20%.
- Produced print, radio, and digital advertising for recruitment marketing.
- Authored social media content, landing pages, and recruiter scripts.
- Developed social strategies that supported hiring goals.
- Implemented creative employer branding initiatives, including Snapchat campaigns.

## Lung Health Institute

### Social Media Specialist | September 2017 – March 2018

- Led social content strategy across multiple company accounts.
- Increased Facebook and Instagram followers by over 50%.
- Partnered with digital marketing to produce PPC campaigns.
- Designed social graphics, GIFs, and editorial calendars.
- Launched employee engagement initiatives tied to social media advocacy.
- Delivered social media analytics reporting to leadership teams.

## IBM

### Social Business Manager | July 2015 – December 2016

- Developed social strategy and content calendars for IBM Digital Experience.
- Managed influencer relations and technical SME engagement programs.
- Delivered KPI reporting on campaign performance and engagement.
- Produced executive ghostwriting blogs and social media content.
- Organized and led virtual events, as well as live-tweeted at conferences.
- Built and managed social asset libraries for enterprise use.

## CORE QUALIFICATIONS

- 17 years in content marketing and communication, exceptional writing, editing, and proofreading skills
- Advanced knowledge of AI content, SEO platforms, and digital content optimization
- Skilled in using CRM systems and executing email campaign automation
- Proficient in project management and team leadership, strategic planner with metric-driven execution
- Experience collaborating across sales, HR, and product teams
- Bilingual proficiency in conversational French

## SOFTWARE PROFICIENCY

Slack, Trello, Basecamp, Monday.com, Airtable, Asana, Microsoft Teams, Notion, Smartsheet, Workamajig, Miro, WordPress, Omniture, Umbraco, Squarespace, SharePoint, Weebly, Webflow, ChatGPT, Ahrefs for AI, Midjourney, Microsoft 365, Google Workspace, Grammarly, Surfer SEO, Semrush, Ahrefs, Moz, Yoast SEO, Clearscope, Google Analytics, Vocus, PRWeb, Melwater, Sprinklr, Hootsuite, Spredfast, Buffer, Zoho Social, Sprout Social, Hearsay Social, Rival IQ, Canva, Visme, Adobe Photoshop, Eloqua, Mailchimp, Salesforce Marketing Cloud, HubSpot

## EDUCATION AND CERTIFICATIONS

### The University of Alabama – Tuscaloosa, AL

Bachelor of Arts in Communications: Major in Telecommunication & Film, Minor in French

### Oxford University, Wadham College – Oxford, UK

Courses of Study: Elizabethan History and British Literature

**Certifications:** IBM Agile Explorer, Dell Certified Social Media & Community Professional, Social Media Academy Strategist, Hootsuite Certified