

# Kim Wacker

Senior Content Marketing Professional  
Copywriter  
Social Media Manager  
Brand Ambassador  
On-Camera and Voice-Over Talent



## ABOUT ME

I'm an enthusiastic self-starter with an entrepreneurial spirit. I bring drive and passion to all of my projects and endeavors as a 15-year content marketing professional.

My sweet spot is with creative copywriting, which allows me to effectively draw in an audience through storytelling. I have written short and longform copy for social media, press releases, blogs, websites, landing pages, email campaigns, ads, brochures, newsletters, video scripts, and more. I have excelled working within the healthcare, software, and technology industries among many others. Additionally, I've written content for HR/staffing, filmmaking, lifestyle, and food and beverage clients.

My background as an International Recruiter with Disney fueled my passion for public speaking whereas I traveled and facilitated multimedia presentations for audiences of up to 1,000. I also have extensive stage, screen, on-camera, and voice-over experience. I can seamlessly present myself as a client-facing brand ambassador for your organization, and represent your company at trade shows and events.

## CORE SKILLS

- Social media management and strategy
- Content marketing and copywriting
- Public speaker and emcee
- Tradeshow and event brand ambassador
- On-camera and voice-over talent
- Recruitment and leadership

## TECHNICAL EXPERTISE

- Microsoft Office Suite and Google Suite
- Salesforce Marketing Cloud and HubSpot
- Eloqua, Mailchimp, Zoho, and Google Analytics
- Vocus, PR Web, Meltwater, and Cision
- Sprinklr, Hootsuite, Spredfast, Buffer, Canva, VISME, Hearsay Social, Zoho Social, and Rival IQ
- WordPress, Webflow, Omniture, and SharePoint
- Slack, Trello, Asana, Monday.com, Airtable, Smartsheet, Basecamp, and Workamajig
- SAP, Avature, Time Viper, Oracle, and Taleo

## CONTACT INFO

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- LinkedIn: linkedin.com/in/kimwacker

## WORK EXPERIENCE

### CEO & Owner, Wacker Social Enterprises, LLC

2016 - Present

- Provide consulting services for a variety of clients including but not limited to short and long-form copywriting, content marketing and strategy, social media management, freelancer recruitment, team management, project management, and experiential event marketing

### Copywriter, SURESTAFF, LLC

2021 - 2024

- Blog and whitepaper author on the topics of HR, staffing, and recruitment industry trends

### Copywriter, HubSpot

2023 - 2024

- Interviewed startup founders and wrote blogs and articles on the topics of VCs and diverse founders for HubSpot for Startups

### Operations Manager & Senior Writer, Blade Ronner Media, LLC

2020 - 2024

- Freelance project and client management for 10 national clients including recruitment of freelancers and allocation of writing assignments
- Weekly blog article and website copywriter for varied clients across social media, filmmaking, computing, and technology industries

### Senior Content Marketing & Communications Manager, SWBC Mortgage

2022

- Key responsibilities included direct report management, project management, short and long-form copywriting including press releases and event content, event management and planning, and internal and external communication

### Content Marketing Manager, Workrise

2021 - 2022

- Contracted to assist product marketing team with demand generation and content strategy
- Partnered with brand teams to achieve program goals supporting the skilled labor gap
- Copywriter for short and long-form content including blogs, social media, case studies, email nurture campaigns, website, landing pages, client personas, and sales assets
- Managed content calendar for internal and external assets and client deliverables to achieve program goals supporting the Skilled Labor Gap campaign

### Copywriter, Palmetto

2020

- Developed, wrote, and edited copy for print, brochure, email, web, blog, mobile, video, and social media
- Worked aside internal leadership teams and participated in all stages of the creative process, from brainstorming to conceptual development

### Attraction & Campaign Manager, IBM

2018 - 2020

- Contracted to manage all recruitment-based social, digital, and campaign content marketing efforts for IBM's client, Corning Incorporated
- Increased YOY social metrics: Twitter and LinkedIn +700 followers, Twitter: Impressions +248K, Profile Visits +5K, and Likes +2K
- Presented talent attraction campaigns to clients to build loyalty and trust through online promotion of requisitions and candidate referrals
- Attraction Campaigns each yielded between 1-12 hires each based on headcount needed

### Social Media Specialist, Lung Health Institute

2017 - 2018

- Executed content creation, management, scheduling, social listening, and execution for Lung Health Institute social media accounts including Facebook, Twitter, Instagram, LinkedIn, YouTube, Google Plus, and Pinterest
- Increased company Facebook page following by 5,000 and doubled Instagram followers
- Boosted sales by 20% through social organic and paid targeted marketing campaigns

### Social Business Manager, IBM

2015-2016

- Contracted as a Social Media Strategist, Social Content Lead, and Influencer Lead supporting IBM Process Transformation Digital Experience portfolios
- Social media and blog author for IBM product launches and large-scale events

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

## EDUCATION

- University of Alabama, Bachelor of Arts in Communications, 1998
- Wadham College, Oxford University, Study Abroad Program, 1997