

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 long-form copy for social media, press releases, blogs, websites, landing pages, micro sites, email campaigns, ads, brochures, newsletters, video scripts, and more. I have also excelled working within the healthcare, software, and technology industries among many others. Additionally, I've written content for HR/staffing, filmmaking, fitness, beauty, 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

- Phone: 813-895-6353
- Email: wackerkimberly@gmail.com
- Portfolio: kimwackerportfolio.weebly.com
- LinkedIn: linkedin.com/in/kimwacker

WORK EXPERIENCE

CEO & Owner, Wacker Social Enterprises, LLC

2016 - Present

- Provide consulting services including social media management and strategy, short and long-form copywriting and editing, blog management, promotional marketing, client management, project management, and recruiting
- Key clients: HubSpot, SURESTAFF, CRM Switch, and The Food Institute

Director of Operations & 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
- Key clients: Other World Computing, SellYourMac, UNUM, Artist, Dabmatch, EditShare, and Filmsupply

Director of Content Marketing & Communications, 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

*Refer to my LinkedIn profile for additional work experience prior to 2015

EDUCATION

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