

Kim(berly) Jacobson

**This resume is best enjoyed when paired with [this portfolio of work](#)*

Accessibility-minded, strategic copywriter with 8 years' breadth of writing experience, most recently in B2B SaaS. I take the topics everyone else avoids (compliance, litigation, grief) and make them the most-read* company asset. *See Case Study below.

RECENT WORK EXPERIENCE

Senior Copywriter | AudioEye

July 2024 – April 2026 (RIF)

- **Brand voice strategy.** Repositioned core messaging from technical boogey-man to empathetic storytelling, directly contributing to increased engagement and enterprise deals.
- **Multi-channel range.** Produced at scale without sacrificing quality across full marketing funnel e.g., campaign strategy and copy, landing pages, email sequences, data-driven reports, video scripts, ebooks, case studies.

Case Study Project: 2026 Web Accessibility Litigation Report

- Led from idea through strategy, narrative and visual direction, research and data analysis, cross-channel campaign atomization for proprietary report.
 - Results at 100 days live: Generated 72x more traffic than leading asset, \$89.5k in pipeline revenue representing confirmed demos and closed deals.
- **Executive ghostwriting.** Produced C-Suite thought leadership on complex technical and industry subject matter. Developed executive voice and relationships while managing editorial strategy.
 - **Cross-functional, remote work.** Partnered with design, product, and marketing teams async and across time-zones to align campaign strategy, copy, visual direction to support OP goals.

From People I Worked With ([Full recommendations here](#))

- "Any team that brings [Kim] on will get an idea engine, a capable writer, and a teammate who makes the work more fun for everyone around her." – *Mike Barton, VP of Content*
- "Kim has the ability to think in words and visuals at the same time, and make both better in the process." – *Sojin Rank, Director of Brand and Design*

Senior Content Strategist | Peaceful Profits

October 2019 – July 2024

- **High-volume production.** Ghostwrote 100-page monthly newsletter while maintaining concurrent ghostwriting projects. Consistently delivered quality without sacrificing quantity.
- **Professional relationships.** Conducted ghostwriting interviews, book-writing workshops and individual client coaching, as well as mentoring and producing systems for new writers.

Case Study: Nonfiction Ghostwriter

- 12 ghostwritten books, 1 USA Today Bestseller
- Consistently demonstrated: voice-matching, range across industries, executive relationship management, sustained output, and delivery at scale

ADDITIONAL CREDENTIALS

CPACC (Certified Professional of Accessibility Core Competencies) | IAAP

Brand Marketing Certified Masters | Product Marketing Alliance