

Kim(berly) Jacobson

Senior Copywriter & Content Strategist

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Certifications

- Certified Professional Accessibility Core Competencies (CPACC) | IAAP
- Brand Marketing Certified, Masters | *Product Marketing Alliance*
- Storytelling Frameworks and Education | *Save the Cat, Lisa Cron, David Farland, Brandon Sanderson*

Skills

- B2B SaaS Writing
- Content Strategy
- Brand Voice
- Campaign Concepting
- Executive Ghostwriting
- Multi-Channel Content Strategy
- AI-Assisted Creative Workflows
- Digital Accessibility

Expertise

I'm an accessibility-minded strategic writer who has earned every word in that jam-packed title. Deep experience across full-funnel SaaS content, executive ghostwriting (12 published books), and brand voice systems. CPACC certified. Specializes in connecting audience insight to creative execution across channels, teams, and campaigns. Nothing gets built in a silo.

Experience

● Senior Copywriter

AudioEye, B2B SaaS

2024-2026

- **Led brand voice transformation**, repositioning the company from compliance-focused messaging to empathetic, human-first storytelling, **translating dense technical and legal concepts into copy that drove public engagement and enterprise deal closure**
- **Wrote high-volume, multi-channel content:** campaign copy, landing pages, ad copy, video scripts, email sequences, ebooks, case studies, blogs, and internal communications
- Collaborated daily with design, product, and marketing teams as a **cross-functional creative partner**, aligning copy with strategy and visual direction
- Ghostwrote executive thought leadership for the Chief Accessibility Officer, **developing his voice and managing editorial positioning on complex technical topics**
- **Led cross-team collaboration to build AudioEye's proprietary 2026 Litigation Report**, including data parsing, narrative development, and design direction — generating \$85.9K in influenced pipeline across six sales-accepted deals in its first 3.5 months
- **Used AI tools throughout the creative process**, from ideation and drafting to cross-channel repurposing

● Ghostwriter, Voice Specialist

Peaceful Profits, B2B Marketing

2019-2024

- **Ghostwritten 12+ published books** and created sales copy, newsletters, and branded content for entrepreneurs, medical practitioners, and SaaS founders
- Ran client workshops and interviews to extract voice, story, and strategic positioning, **building distinct brand voices from scratch for each project**
- **Served as principal brand strategist**, developing narrative positioning across business and producing *The Peaceful Millionaire* (a 100-page monthly newsletter) along with sales funnels, launch copy, and branded content systems

● Social Strategist

Avetta (Via Pneuma Group), B2B SaaS

2021-2023

- Managed brand and executive social presence for the company and seven C-suite leaders, **adapting a single brand voice across distinct personal profiles**
- Developed strategic social content **translating complex supply chain risk management solutions into high-engagement B2B narratives**

● Contributing Writer

Truity, B2C Content

2018-2023

- **Authored 15+ published articles on personality psychology, relationships, and personal growth**, translating specialized subject matter into accessible, high-engagement content for a consumer audience