

Kim(berly) Jacobson

SENIOR CONTENT AND BRAND STRATEGIST

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Senior content and brand strategist specializing in B2B SaaS. I turn complex, technical, and regulated subject matter into research-driven narratives that build authority, shift market perception, and drive measurable business outcomes. Deep expertise in digital accessibility (CPACC-certified), cross-functional content leadership, and brand voice architecture. Known for building content programs that do real strategic work, not just fill editorial calendars.

CORE COMPETENCIES

- Content Strategy & Editorial Direction
- Brand Architecture & Narrative Systems
- Research-Driven Content Development
- Cross-Functional Creative Leadership
- Digital Accessibility (CPACC)
- AI-Augmented Creative Workflows
- Voice Architecture & Ghostwriting
- Multi-Format B2B Content Programs

NOTABLE PROJECTS

- **2026 Web Accessibility Litigation Report, AudioEye**
 - *Research and analysis, Translating data into narrative, multi-channel campaign*
- **12 Published Books (Ghostwritten)**
 - End-to-end narrative strategy, Voice development, Style guides, Brand strategy

CERTIFICATIONS

- Certified Professional Accessibility Core Competencies (CPACC) | IAAP
- Brand Marketing Certified, Masters | *Product Marketing Alliance*
- Advanced Narrative Design & Storytelling Frameworks

EXPERIENCE

Senior Copywriter | Strategy Lead

AudioEye, B2B SaaS

2024-2026

- **Led research and narrative strategy for AudioEye's 2026 Web Accessibility Litigation Report**, designed the analytical framework, parsed multi-year legal data, and crafted the narrative positioning AudioEye as the definitive industry voice. Collaborated cross-functionally to deliver a flagship asset generating earned media and inbound demand.
- **Drove brand voice transformation**, repositioning messaging from compliance-boogeyman to empathetic, human-first storytelling that translated dense technical and legal concepts into content driving enterprise engagement.
- **Executed content strategy across the full buyer journey**: blogs, ebooks, buyer's guides, video scripts, case studies, and internal communications aligned to business objectives.
- **Ghostwrote executive thought leadership** for Chief Accessibility Officer and Chief Marketing Officer, developing voice and editorial positioning on complex regulatory topics.

Principal Brand Strategist

Peaceful Profits, B2B Marketing

2019-2024

- **Partnered with C-Suite leaders across 12+ clients across industries**, translating complex technical philosophies into brand identities and growth strategies, managing strategic depth within individual engagements while maintaining quality across the full client portfolio.
- **Mentored and coached writers organization-wide**, serving as the primary content quality coach, developing talent, establishing editorial standards, and building shared frameworks for long-form strategic content.
- **Designed and facilitated client workshops** to extract intellectual property, align stakeholders, and shape long-term positioning; turning single-project engagements into multi-channel content partnerships.
- **Client Growth & Brand Systems**: Grew client relationships from initial brand strategy into end-to-end ecosystems — books, digital content, sales copy, and go-to-market support — ensuring consistency across channels.