



KIM PLUMMER

STRATEGY & COMMUNICATIONS

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 kimplummer.com

 babylon, new york

PROFESSIONAL OVERVIEW

- 13 years of experience in marketing and communications, specializing in copywriting, content strategy, creative development, branding, and digital marketing.
- Accomplished in building data-driven strategies and creating integrated marketing campaigns that enhance ROI for clients in financial services, higher education, healthcare, and non-profit sectors.
- Proven record developing high-impact, results-oriented content that drives conversions in paid and organic media with fluency in digital, audio, video, print, and out-of-home tactics.

WORK EXPERIENCE

CONTENT DIRECTOR

Austin Williams Advertising Agency | Hauppauge, NY | July 2021 – Present

Hired as Senior Copywriter, Promoted to Content Director in 2023

- Develops creative concepts for integrated marketing campaigns that align with strategic briefs to deliver on client goals; contributes breakthrough ideas and thinking to make the agency team and work output smarter.
- Analyzes research that informs the development of compelling content and actionable strategies, including campaigns that fueled 27% growth for Orlin & Cohen, boosted brand awareness by 10% for Community First Credit Union, and drove a 41% conversion rate in paid social and search for Molloy University.
- Leads the development of brand platforms and identities based on research; delivers strong presentations with insightful, well-rationalized strategic recommendations and points of view – and sells them to the client.
- Supervises writers and content teams for the timely delivery of quality work for brands across all channels; keeps ideation sessions on-task and on-strategy; fosters innovative solutions that improve workflows.
- Serves as a leader and communications liaison on key internal teams and initiatives, including agency culture and inclusion committees, employee onboarding, new business, and others.

SENIOR MARKETING COORDINATOR

Jovia Financial Credit Union | Westbury, NY | December 2016 – July 2021

Hired as Marketing Coordinator, Promoted to Senior Marketing Coordinator in 2018

- Successfully coordinated the company's rebrand from NEFCU to Jovia Financial Credit Union and established the brand's voice and tone as the key copywriter and final proofreader on all print and digital materials.
- Developed copy and content for all marketing efforts; served as communications strategist on cross-functional teams, including product releases, diversity, equity, and inclusion (DEI) committees, and operational updates.
- Managed retention and acquisition campaigns that garnered \$20MM in loan balances and \$8 MM in deposit balances; successfully built and implemented a multi-channel onboarding program to strengthen new client relationships, build trust, and increase revenue.
- Executed a 70-point communications plan for a critical technology conversion in May 2020 with minimal impact on the member experience; oversaw the implementation of a new CRM system, monitoring data integrity, developing best practices, and leading training sessions.
- Managed and grew social media channels, including Facebook, Instagram, Twitter, and YouTube; developed unique content to support company values and build awareness, including a Random Acts of Kindness Campaign on Facebook, which garnered 1K comments and 31K views on Facebook and earned positive news media coverage in the marketplace.

WORK EXPERIENCE (CONTINUED)

MARKETING ADMINISTRATOR

The First National Bank of Long Island | Babylon, NY | October 2014 – December 2016

- Responsible for a range of marketing specialties, including event planning, copywriting, graphic design, public relations, and product development; oversaw six successful branch openings and managed their corresponding promotions.
- Worked with executive team members to prepare presentations for investor and board meetings; coordinated copy and content for the bank's annual report and its corresponding shareholder meeting.
- Improved the company's reputation in the marketplace through the creation of company-wide volunteer opportunities, along with other charitable events.

MEDIA & EVENTS DIRECTOR

Walt Whitman State Historic Site | Huntington, NY | March 20013 – October 2014

- Coordinated and promoted events taking place at the museum and historic home of famous American poet Walt Whitman (approximately 10 events per month); oversaw event happenings in progress, answered guest questions, acted quickly to resolve problems, and managed a team of volunteers.
- Developed marketing copy, including newsletters, event invitations, emails, flyers, brochures, and other content; managed the website's CMS to implement content updates; ushered in the establishment of the organization's social media presence in 2013.

CONTRIBUTING WRITER

Patch.com | East Meadow, NY | September 2010 – May 2013

- Freelance reporter, writer, editor, and photographer for Patch.com; coverage included local government, business openings, feature pieces, and community events.
- Attended events and conducted interviews by phone and in-person to write five stories per week; completed research to produce accurate, error-free content that adhered to best practices.

EDUCATION

Bachelor of Arts | Journalism & Digital Media Production

State University of New York at New Paltz, August 2010

PROFESSIONAL SKILLS

Content Strategy	Creative Development	Product Launches	Writing & Editing	Retention Marketing
DEI Planning	Project Management	CRM Administration	Client Presentations	Direct Mail
SEO Marketing	Web Copy & Content	Scriptwriting	Newsletters	Email Marketing
Blogging	Press Releases	Social Media	Sales Collateral	Event Planning

PERSONAL INTERESTS

Photography	Cycling	Poetry	Economics	Podcasts & Audiobooks
Music	Reading	Journaling	Live Storytelling	Social Media