

KIM PLUMMER

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PROFESSIONAL SUMMARY

A senior copywriter with a passion for strategy, ready to connect brands to their target audiences in an authentic, memorable way. Skilled at developing communications that enhance customer experiences, build brand trust, and increase revenue. Hardworking, detail-oriented creative offering 10+ years of success in acquisition and retention, product launch and development, and campaign optimization. Fluent in digital and print marketing tactics with industry expertise in finance, healthcare, education, and nonprofit.

SKILLS

- Concept Development
- Strategy Development
- Product Promotion
- Messaging Architecture
- Creative Thinking
- Copywriting and Editing
- Customer Retention Strategies
- DEI Planning
- Project Management
- Event Management
- CRM
- Adobe Creative Cloud

WORK HISTORY

SENIOR COPYWRITER 08/2021 to Current

Austin Williams Advertising, Hauppauge, NY

- Conceives and executes advertising copy and content that delivers on the strategic brief
- Develops original concepts to foster innovative solutions for clients
- Creates clear, concise, convincing, and accurate communications that are both grammatically and materially correct
- Writes all forms of short and long copy for all types of media, including out-of-home, print, TV, radio, streaming, and digital
- Collaborates with artists and creative directors to unlock new ideas and deliver the best possible product for clients
- Builds messaging strategy for all campaigns and collaborates with reporting partners to optimize performance
- Works with clients in a range of industries, including finance, healthcare, education, nonprofit, and professional services

SENIOR MARKETING COORDINATOR 07/2018 to 07/2021

Jovia Financial Credit Union, Westbury, NY

- Developed marketing copy and design concepts for videos, emails, direct mail, ads, and printed collateral like brochures, flyers, guides, and reports
- Successfully coordinated the company's rebranding initiative 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 collateral
- Served as communications coordinator, creator, and marketing strategist on a broad range of cross-functional teams, such as new product releases, change communications, and operational updates
- Managed retention and acquisition direct mail and email campaigns. Yearly averages 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
- Aligned activities with corporate goals by coordinating marketing, sales, and IT processes. In May 2020, executed a 70-point communications plan for a critical technology conversion with minimal impact on the member experience
- Managed organization's CRM system; developed best practices, led training, and monitored data integrity

MARKETING COORDINATOR 12/2016 to 07/2018

Jovia Financial Credit Union, Westbury, NY

- Created and maintained marketing materials for use with frontline sales teams and client meetings, including fact sheets, brochures, and presentations
- Managed and grew social media channels, including Facebook, Instagram, Twitter, and YouTube
- Developed unique social content to support company values and build brand awareness. In 2017, created the company's "Random Acts of Kindness Campaign" on Facebook, which garnered 1K comments, 31K views, and positive news media coverage in the marketplace
- Created and managed promotions to increase revenue and drive membership
- Managed event planning, including booking, contracts, day-of logistics and execution, and all aspects of promotion

MARKETING ADMINISTRATOR 10/2014 to 12/2016

The First National Bank of Long Island, Babylon, NY

- Responsible for a range of marketing specialties, including event planning, copywriting, designing, public relations, and product development
- Worked with executive team members to prepare presentations for investor and board meetings
- Oversaw six successful branch openings and managed their corresponding promotions
- Improved the company's reputation in the marketplace through the creation of company-wide volunteer opportunities and other charitable events

MEDIA & EVENTS DIRECTOR 03/2013 to 10/2014

Walt Whitman Birthplace State Historic Site, Huntington, NY

- Coordinated and promoted events taking place at the museum and historic home of famous American poet Walt Whitman; approximately 10 events every month
- Managed the website's CMS to feature events, news, and history
- Established the organization's social media presence on Facebook and Instagram in 2013
- Developed marketing copy, including newsletters, event invitations, images, videos, emails, flyers, brochures, and other collateral
- Oversaw event happenings in progress, answered guest questions, acted quickly to resolve problems, and managed a team of volunteers

CONTRIBUTING WRITER 09/2010 to 05/2013

Patch.com, East Meadow, NY

- Freelance reporter, writer, editor, and photographer for Patch.com; coverage included local government news, business openings, feature pieces, and community events
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content
- Interviewed individuals by phone and in-person to write five stories per week
- Completed thorough research into assigned topics for accurate reporting
- Proofread copy written by colleagues to correct spelling, punctuation, and grammar for accuracy, consistency, and tone

EDUCATION

Bachelor of Arts: Journalism & Digital Media Production, 08/2010
State University of New York At New Paltz - New Paltz, NY