

WEST END WORDS

K I M B E R L E Y T A I T

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Kimberley Tait is sole proprietor of West End Words, working with financial services, investment, and technology firms as a marketing strategist, writer, and editor. With 15 years of marketing and communications experience in the US and the UK and a business foundation through an MBA and intensive training as a Private Wealth Advisor at Goldman Sachs, Kimberley is a skilled writer and editor across diverse channels with a strong track record of building, managing, and strengthening brands and business identities.

Kimberley helps clients create compelling content, clarify their positioning, and distinguish themselves with the audiences that matter to them. Her responsive, flexible, and client-centric approach enables her to function as a seamless extension of the teams she partners with.

WRITING AND EDITING

Business writing across diverse marketing and communication channels:

- Corporate and business positioning: Drafting key messages, value propositions, mission / vision statements, corporate values, and boilerplates.
- Copywriting: Drafting reports, economic / investment papers, pitchbooks, client communications, brochures, product materials, case studies, website copy, and articles / op-eds / advertorials (conducting research to inform content as needed).
- Internal communications: Drafting leadership communications including memos, blog posts, talking points for use with external audiences, speeches, town hall scripts, and content for regular internal publications.
- Business continuity / crisis communications.

PRODUCING MARKETING / COMMUNICATION VEHICLES

Working with creative teams to manage the production of a full spectrum of internal and external marketing collateral (and drafting content as needed), including:

- Client-facing collateral—pitchbooks, brochures, product materials.
- Corporate reports.
- Online channels—websites, microsites, blogs.
- Video content for online / client distribution.

STRATEGIC BRAND / REPUTATION BUILDING

Developing and executing strategies to strengthen corporate brands:

- Thought leadership: Building a thought leadership franchise and supporting content that uses a visually engaging approach including infographics and video assets.
- Sponsorships: Building and implementing differentiated corporate sponsorship strategies and supporting messaging.
- Corporate responsibility marketing: Producing corporate responsibility reports, philanthropic program marketing materials, messaging for citizenship activities, corporate values articulation, and internal marketing.

BRAND MANAGEMENT

- Managing rebrands and working with creative teams to develop cohesive corporate identities at a business and product level, including comprehensive brand guidelines.
- Ongoing maintenance and enforcement of firmwide brand policies.

ADDITIONAL INFORMATION ABOUT KIMBERLEY TAIT

- Education: MBA, Columbia Business School; BA, Dartmouth College (Honors English & Government).
- Experience: Goldman Sachs (Executive Office and Investment Management Divisions), Citigroup, 9/11 United Services Group, Golin / Harris, Tuck School of Business at Dartmouth.
- Extensive experience:
 - Collaborating with external and in-house creative, marketing, and communication teams.
 - Building relationships and bridges across regions and functions within an organization.
 - Working with senior executives in dynamic, high-pressure environments.
- Professional and academic work focused on corporate social responsibility and corporate ethics.
- Discipline, initiative, high energy, and commitment to integrity, excellence, and creating value.

