

# KIMBERLEY TAIT

## WEST END WORDS

Email: [kimberley@westendwords.com](mailto:kimberley@westendwords.com) | Tel.: +44 (0)759 528 5655 | [www.westendwords.com](http://www.westendwords.com)

Kimberley Tait is sole proprietor of West End Words, delivering writing, editing, and marketing services to companies of all sizes in the finance, energy, and technology industries—and beyond.

As a published author with 20 years of marketing and communications experience, Kimberley uses her passion for language and corporate identities to help companies create compelling content, define their voice, 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. She works across time zones and across all levels of an organization to develop and execute internal and external marketing and communication initiatives.

The value Kimberley delivers is unique. She is not just a skilled writer and editor. Drawing on her extensive experience building, managing, and strengthening business identities and brands—and collaborating closely with design teams around the globe—she also manages the production of a full spectrum of internal and external collateral for her clients, from white papers and brochures to websites and pitchbooks.

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## 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 white papers, reports, economic / investment outlooks, pitchbooks, client communications, brochures, product materials, case studies, website copy, blogs, articles / op-eds / advertorials, video scripts, social media posts (conducting research to inform content as needed).
- Internal communications: Drafting leadership communications including memos, blogs, 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—brochures, white papers, pitchbooks, product materials.
- Corporate reports.
- Online channels—websites, microsites, blogs.
- Video assets 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.

## B R A N D M A N A G E M E N T

- 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.

## A D D I T I O N A L I N F O R M A T I O N A B O U T K I M B E R L E Y T A I T

- Education: MBA, Columbia Business School; BA, Dartmouth College (Honors English & Government).
- Prior positions: Goldman Sachs (Vice President, Executive Office and Investment Management Division), Citigroup (Manager & Senior Editor, Corporate Communications), 9/11 United Services Group (Lead Crisis Communications Coordinator), Tuck School of Business at Dartmouth (Writer & Research Associate), Golin / Harris (Assistant Account Manager).
- 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.
- Writing credentials: Debut novel FAKE PLASTIC LOVE published by Flatiron Books (Macmillan) in May 2017. Represented by InkWell Management.
- Ethos: Discipline, initiative, high energy, and commitment to integrity, excellence, and creating value.

