

KIMBERLEY TAIT

WEST END WORDS

Email: kimberley@westendwords.com | Tel.: +44 (0)759 528 5655 | www.westendwords.com

Kimberley Tait is sole proprietor of West End Words, delivering writing, editing, and strategic communications 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 define their voice, clarify their positioning, create compelling content, 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, with an emphasis on building values-based cultures. She crafts internal communication and content strategies, working closely with senior executives to define their voice and draft a full range of leadership communications.

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 branding initiatives and the production of a full spectrum of internal and external collateral to drive forward her clients' business strategy and objectives.

STRATEGIC COMMUNICATIONS

Helping businesses drive forward their business strategy and objectives through:

- Corporate positioning: Defining an organization's voice, mission, vision, values, key messages, and differentiators.
- Executive + employee communications: Working closely with senior executives to define their communications voice and style, drafting a wide range of internal and external leadership communications, and crafting internal communication and content strategies.
- Writing + storytelling: Supporting the core business strategy and engage key audiences by drafting and producing a full spectrum of communications and collateral, from newsletters and thought leadership assets to client communications and speeches (conducting research to inform content when needed).
- Business continuity / crisis communications: Helping organizations keep employees informed, engaged, and inspired during times of crisis or challenge.

PRODUCING MARKETING / COMMUNICATION VEHICLES

Partnering 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 strategy 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).
- 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:
 - Working with senior executives in dynamic, high-pressure environments.
 - Building relationships and bridges across regions and functions within an organization.
 - Collaborating with external and in-house creative, marketing, and communication teams.
- Writing credentials: Debut novel FAKE PLASTIC LOVE published by Flatiron Books (Macmillan) in May 2017.
- Ethos: Discipline, initiative, high energy, and commitment to integrity, excellence, and creating value.

