

# KIMBERLY VINSON

TECHNICAL MARKETING • IT TRANSFORMATION • STRATEGIC COMMUNICATIONS

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## PROFESSIONAL SUMMARY

Accomplished strategic communications consultant with nearly 20 years of experience managing complex, high-impact strategic communication projects for highly-regulated, Fortune 100 companies in banking and insurance, and multiple presidential cabinet agencies. Proven expertise in developing and executing comprehensive communication plans that align with organizational objectives and drive operational excellence, regulatory compliance, and B2B engagement. Adept at consulting with executive leadership to provide data-driven insights, and strategic communications that increase clarity and influence decision-making.

**Top Secret Clearance;** awarded for strategic communication roles in support of presidential appointees.

## SKILLS

**Strategic Communications:** Change Management, Technical Adoption, Regulatory Analysis, Policy Strategy

**Writing Expertise:** Technical Writing, Sales Copywriting, Executive Ghostwriting, AP Style Editing, Plain Language

**Digital Proficiency:** Content Automation, Data Analysis, AI Prompt Engineering, Internal CMS Management

**Leadership & Development:** Executive Consulting, Cross-Collaboration, Team Building, Multi-Project Management

**Interpersonal Skills:** Confidentiality, Discretion, Active Listening, EQ, Detail-Oriented, Concise Communication

## PROFESSIONAL EXPERIENCE

### Digital Communications Senior Specialist

Maximus, Inc | Tysons, VA | 2020 – 2024

Chief Writer for the Chief Digital Officer (CDO) and executive leadership team. Led the digital content strategy and marketing operations for the Digital Solutions organization. Director-level individual contributor.

- Spearheaded a revamp of Digital Solution's B2B service and capability website. Authored executive education collateral that marketing potential B2G customers about Digital's 20 products, services, capabilities, and the implementation details, technical specifications, and business requirements for each.
- Tripled product marketing and engagement opportunities for the organization by implementing a digital marketing strategy that streamlined the organization's corporate reporting and engagement processes.
- Authored over 100 executive communications on behalf of the executive leadership team including a new "Digital Leadership Team Monthly," leading to a 13% increase in global employee engagement scores.
- Created the presentation strategy and managed the execution of leadership presentations. Most notable topics included, "The Introduction of Artificial Intelligence to the Enterprise," "Organizational Development: Team of We vs. Team of Me," and other digital innovation topics.

### Strategic Communications Consultant

Innercomms, LLC | Charlotte, NC | 2020 – Present

Trusted advisor and content strategist for executive clients and mid-sized businesses needing fractional marketing and content operations strategy.

- Develop and direct comprehensive marketing strategy for various clients in tech, insurance, creative services, and B2B product sales.
- Serves as a communications subject matter expert, providing data-driven insights, tactical recommendations, and ghostwriting support to senior leadership teams and business partners.
- Develop and implement continuous improvement initiatives to refine processes and channels to meet regulatory requirements, growing supply demand, and the evolving needs of target consumers.

### Internal Communications Manager

Bank of America Corp. | Charlotte, NC | 2018 - 2020

Strategic Communications Consultant and Executive Writer for the "Your Family Your Way" campaign; a first-of-its-kind family planning benefit program that reformed the company's benefit offerings to align with a contentious

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Supreme Court ruling on same-sex marriage.

- Authored strategic talking points for CEO-direct reports during the campaign launch and annual enrollment period.
- Coordinated and managed in-person engagement presentations for 27 senior management teams over six weeks. Contributed key campaign content used in marketing collateral, HR content, and the global webinar script.

## **Board of Director & Executive Presentation Manager** **Allstate Corp. | Charlotte, NC | 2017 - 2018**

Lead Presentation Designer and Content Strategist for Allstate's Technology and Strategic Ventures Division, a division managed and funded by quarterly objectives and investments from the Board of Directors.

Presentation portfolio link available upon request.

- Created presentations that influenced funding decisions of up to \$40M in support of global IT modernization initiatives that previously failed to receive approval.
- Executed executive learning and development strategies, persuasive sales communication, and plain language technical writing to connect implementation details to shareholder and business ROI.

## **Office of the Chief Information Officer, Policy & Communications Lead** **NIH | Bethesda, MD | 2010 - 2017**

Deputy to the NIH Policy Awareness & Training Director. Led the Enterprise Cybersecurity Policy Program, managing the lifecycle of over 200 IT policies and procedures. Chief Writer of CISO Communications.

- Led the approach, development, and implementation of enterprise cybersecurity policies, standard operating procedures, and policy training and awareness communications for 27 NIH institutes and centers, significantly enhancing stakeholder engagement and policy compliance across a complex, matrixed environment.
- Authored key IT policies and communication initiatives that improved regulatory compliance scores and influenced national policy in the areas of social media use and non-government device use.

## **Executive Reporting & Client Relations Manager** **IRS | Columbia, MD | 2008 - 2010**

Project Manager for an intensive cybersecurity reauthorization of over 50 IRS IT systems and major applications.

- Facilitated the 90-minute weekly executive reporting initiative; an all-hands call used to maintain strong client relations, executive communication, and reporting practices with the IRS, the firm's highest revenue-generating client.
- Managed the execution and delivery of the weekly executive project summary, a 75+ slide presentation created for IRS Directors, Senior Managers, and Business Unit Leaders, to ensure clear communication of project status, system data, pre-determined KPIs, and critical resource information.

## **Department of Defense Digital Content Developer** **Booz Allen | McLean, VA | 2008 - 2008**

Tier III Cybersecurity Policy SME, responsible for delivering specialized DIACAP policy compliance guidance on behalf of the US Assistant Secretary of Defense (ASD/NII), now titled the DoD CIO.

## EDUCATION

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**George Mason University | Fairfax VA (2000 - 2005):** B.A. in English Non-Fiction Writing & Editing

**Illinois Institute of Technology | Online (2022):** Design Thinking Foundations Course

## PROFESSIONAL DEVELOPMENT

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**Technical Training & Certifications:** Security+ (2009), PMP (2011), ITIL (2013), SAFe Agile (2021)

## ACHIEVEMENTS

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**Grand Clearmark Award (2022 – 2024, multiple awards):** Recognized for communication projects at Maximus.

**PRSA Excellence Award (2020):** Contribution to the "Your Family Your Way" campaign at Bank of America.