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# Kasey Steinbrinck

## Content Marketing Strategist

534 Edelweiss Drive  
Green Bay, Wisconsin  
(920) 737-4344  
kasey.steinbrinck@gmail.com  
linkedin.com/in/kaseysteinbrinck/

## PROFESSIONAL SUMMARY

Skilled writer with a journalism and multimedia production background. 15+ years of experience shaping content for B2B and B2C audiences. Translates complex, data-driven topics into clear, compelling narratives.

## EXPERIENCE

### **Sinch, (Remote)** - *Sr. Content Marketing Manager*

September 2020 - Present

- Led long-form content strategy and execution for Sinch's multiple B2B tech/communication brands, including ownership of original research.
- Created AI-powered solutions including a persona-based "Audience Optimizer" chatbot for content analysis.
- Prototyping campaign concepts using genAI. Closely involved with projects involving AI-generated creatives.
- Collaborating with in-house and agency designers, contractors, and agencies.
- Working cross-functionally with Regional teams, Product Marketing, Public Relations, Performance Marketing, and others.

### **Automatic, (Remote)** - *Content Marketing Consultant*

October 2019 - September 2020

- Full-time contract position developing and managing content for WordPress.com, WooCommerce, and Jetpack.
- Developed content strategies to increase authority, awareness and organic traffic (SEO) while managing agencies and freelancers.

### **Element Creative, De Pere, WI** - *Content Marketing Director*

November 2015 - September 2019

- Played an influential, client-facing role in developing and selling the digital agency's content marketing retainer programs (B2B and B2C).
- Created research-backed content strategies including persona development, brand voice, SEO, thought leadership, PR, and more.

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### **Natural Healthy Concepts (NHC), Appleton, WI** - *Content Strategist*

August 2013 - November 2015

- Developed copywriting and content strategies for a growing ecommerce operation focused on health and wellness.
- Supported content marketing, social media, video production, event marketing, email marketing, and product catalog copywriting.

### **Independent Printing Company, De Pere, WI** - *Web Content Writer*

April 2010 - August 2013

- Supported the company's direct-to-customer ecommerce websites with compelling copywriting and SEO-focused content marketing.
- Launched social media efforts for the consumer-facing brand CheckAdvantage.

### **The Post-Crescent (Gannett), Appleton, WI** - *Entertainment Reporter*

September 2009 - May 2010

- Worked in the Features department for an award-winning local newspaper and served as the face of its Fox Cities Hub.

### **WLUK FOX 11 News, Green Bay, WI** - *Producer*

August 2003 - November 2008

- Produced a variety of news and special programming, including Good Day Wisconsin and the 5pm, hour-long newscast.

## **EDUCATION**

### **Oral Roberts University, Tulsa, OK** - *B.S. Mass Media Communications*

August 1999 - May 2003

Participated in the school's intensive, year-long Multimedia Institute. Received a 4.0 GPA in major. Graduated magna cum laude.

Attended study abroad program in Los Angeles (LAFSC), including an internship at Jersey Films with executive producers Danny DeVito, Michael Shamberg, and Stacey Sher.