
Kasey Steinbrinck

Senior Content Marketing Manager & Strategist

534 Edelweiss Drive

Green Bay, Wisconsin

(920) 737-4344

kasey.steinbrinck@gmail.com

linkedin.com/in/kaseysteinbrinck/

PROFESSIONAL SUMMARY

Senior B2B content marketer with experience owning and orchestrating research-driven thought leadership programs. Turns complex topics into compelling narratives and versatile integrated marketing strategies that increase brand awareness, elevate executive insights, and generate qualified pipeline to drive growth.

EXPERIENCE

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

September 2020 - January 2026

- Owned enterprise thought leadership and research programs aligned to brand authority and pipeline growth.
- Led flagship initiative, “The State of Customer Communications,” generating 5,000+ microsite sessions (90% new visitors), 600+ report downloads, 21,000+ blog sessions influenced, and 142M+ global media reach all within the first six months of launch.
- Worked closely with product marketing to align content creation with the product roadmap, the brand narrative, and business goals.
- Managed virtual event, Sinch Email Camp, driving 7,000+ registrations and 3,500+ live attendees in 2024. Participants included 20 of the top 100 target North American accounts.
- Developed premium content strategies designed for lead generation, nurturing, and ABM campaigns.
- Led SEO-driven PLG content strategy targeting high-intent audiences, growing organic traffic 13% year over year.
- Built AI-enabled content tools, including a persona-based “Audience Optimizer,” to support content analysis and editorial decision-making.

Automatic (Remote) - *Content Marketing Consultant*

October 2019 - September 2020

- Full-time contract role developing SEO-optimized content for the WordPress.com and Jetpack brands. Managed freelance writers and agency contacts.

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

November 2015 - September 2019

- Led content strategy for agency clients across B2B and B2C, playing a client-facing role in developing and delivering retainer programs.
- Interviewed client leadership, ghostwriting contributed articles and sponsored content under their bylines.
- Created research-backed content strategies spanning persona development, customer journey mapping, brand voice, SEO, thought leadership, and PR, all tailored to client goals and audiences.
- Managed and mentored in-house writers and a network of freelancers while partnering closely with design, video, and web teams.

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

August 2013 - November 2015

- Developed copywriting and content strategies for a growing DTC ecommerce operation focused on health and wellness.
- Used A/B testing to make product page changes that contributed to a measurable improvement in conversion rates.
- 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.
- Developed product, category, and landing pages attributed to a 50%+ growth in revenue thanks to improved search engine rankings.

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.