

Kim Snyder

Communications Manager · Content Marketing Manager

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25+ years in national media · Available remote, US

SUMMARY

Communications and content marketing manager with 25+ years leading brand messaging for national audiences. Campaign rewrites drove a minimum **30% increase in giving every year for a decade**, climbing to **40%** and **38%** across a **1,000+ station network**. Directs editorial calendars, email, social and website content; experienced spokesperson for high-stakes and sensitive events; has hired, trained and managed creative staff.

CORE SKILLS

Content strategy & editorial calendars · Brand messaging & guidelines · Executive communications & speechwriting · Internal communications · Crisis & sensitive-event communications · Media relations & press kits · Annual reports · Email marketing & automation · Social media strategy · SEO & AI search optimisation · Photography & videography · Video editing & post-production · On-camera presenting · Live event MC & brand ambassador · Experiential & interactive promotions · AI-assisted content systems · AI brand-voice guardrails · HTML & CSS landing pages · GA4 & analytics reporting · AP style copyediting & content audits · Storytelling & narrative · Team leadership & vendor management

PROFESSIONAL EXPERIENCE

Creative Services Lead & Campaign Copywriter

K-LOVE & Air1 Radio Networks (nonprofit) — Rocklin, CA | 1999–2009

- Wrote fundraising copy that drove a **minimum 30% increase in giving every year for a decade** — the rate climbing year over year, reaching **40% on the flagship network and 38% on the sister network**.
- Led messaging strategy and campaign development across a network of **1,000+ affiliate stations** reaching millions of listeners weekly.
- MC'd major music festivals and served as the public face of the network at countless live remotes and community events — designing interactive promotions that built the station brand and its advertisers' at the same time.
- Served as spokesperson and communications point of contact during urgent and sensitive events, coordinating messaging with operations and executive leadership.
- Media-trained on-air talent and executive spokespeople; wrote executive talking points, speeches and internal communications for a national organisation.
- Created "Linda," the 40+ Christian woman listener avatar that became a standard in Christian radio imaging, programming and fundraising strategy — still referenced and adapted across the industry today, well over a decade on.

Broadcast & Media Creative Consultant

Independent Consultancy — Lebanon, MO (Remote) | 2010–Present

- Write, produce and voice commercials, station imaging and media campaigns for broadcast and media clients; train station creative teams in writing, production technique and on-air delivery.
- Build AI-assisted content systems, tools and internal apps — prompt system design, custom assistants, workflow automation and AI-assisted coding — with **brand-voice guardrails** that hold one voice at volume. Generate campaign imagery and video with AI.

Production Director

Family Life Radio Network | 2009–2010

- Hired, managed and personally trained a staff of six **writer-producers** serving a 13-station affiliate network — teaching the copywriting standard every script on the network was written to.
- Ran the production schedule and submitted the departmental budget items for the network's creative output.

Program Director & Communication Coach

The Voice Club — Lebanon, MO | 2012–Present

- Produce all brand photography and video in house — shooting, editing and appearing on camera for course, social and promotional content across two brands for over a decade.

TOOLS

WordPress · Divi · HTML · CSS · Canva Pro · Adobe Creative Suite · Final Cut Pro · Descript · photography & video capture · Google Analytics & GA4 · Google Ads · Meta Business Suite · Metricool · Mailchimp · Notion · Slack · Zapier · Microsoft Office · Google Workspace · Claude · ChatGPT · Midjourney · AI video · AI-assisted coding

VOICE & BROADCAST AWARDS

ADDY Award — national voiceover · **Davey Award** — national voiceover