

Kim Snyder

Direct Response Copywriter · Fundraising & Donor Communications

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25+ years in national media · Available remote, US

SUMMARY

Fundraising and direct response writer with 25+ years in national media. Wrote fundraising copy that drove a minimum **30% increase in giving every year for a decade**, climbing to **40%** and **38%** across two national networks, and wrote donor and pledge-drive campaigns distributed in **900+ markets**. Writes appeals, email sequences, landing pages and stewardship copy that hold one brand voice across every channel.

CORE SKILLS

Direct response copywriting · Donor appeals & pledge campaigns · Year-end & giving-day campaigns · Monthly giving & sustainers · Donor impact reporting · Stewardship communications · Segmentation & list strategy · A/B testing · Email sequences, newsletters & automation · Landing pages & web copy · Brand voice governance · AI-assisted content systems · AI brand-voice guardrails · SEO & AI search optimisation · HTML & CSS · GA4 reporting · AP style copyediting · Storytelling & narrative · Photography, videography & video editing · Faith-sector & nonprofit messaging

PROFESSIONAL EXPERIENCE

Creative Services Lead & Campaign Copywriter

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

- Wrote national **nonprofit** donor and pledge-drive campaigns across **900+ markets** over a decade — year-end and giving-day appeals, monthly giving programmes and donor impact reporting, tracked in a purpose-built donor CRM.
- 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.
- 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.
- Worked cross-functionally with programming, operations and executive stakeholders, delivering daily broadcast copy and multiple national campaigns to fixed air deadlines.

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

- Built and lead a training and certification program — curriculum, pricing, promotion and a recurring revenue model. Trained 100+ clients and certified four coaches.

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