

# Kevin E. Speth

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## Communications Expert

**Tell Innovative Stories to Attract Attention | Think Strategically to Achieve Objectives**

Versatile and self-motivated writer who delivers actionable content across channels, and offers conceptual and strategic thinking, marketing insight, strong collaboration, and supportive leadership in fast-paced, results-driven B2B and B2C environments such as consumer products, insurance, finance, and education.

## Skills

- Copywriting
- Copy Editing
- Content Creation
- Creative Writing
- Marketing Strategy
- Brand Development
- Online Marketing
- Strategic Communications
- SEO Optimization
- Digital Communications

## Professional Experience

**AMERICAN GIRL**, Middleton, WI

2005 - 2024

### Associate Manager, Copywriting

Served as copywriter and backup proofreader, plus supervised and coached junior copywriters, while working on 500+ projects per year across most digital platforms, including ecommerce websites, landing pages, blog posts, paid ads, social media, SEO copy, and video; contributed to \$250M+ in sales per year.

- Coordinated with art directors and designers, ensuring verbal and visual cohesion for clear, concise, and consistent messaging.
- Performed project management tasks with close attention to detail, achieving on-time and on-budget delivery.
- Worked with marketing team to develop engaging brand / product strategies and communication objectives, increasing synergy across functional areas.
- Unified brand identity by presenting creative to senior leadership and clients to achieve buy-in and consensus on approach.
- Assisted with development of multi-channel social media / PR initiatives, including strategic partnerships with Disney, Universal Studios, and World Wildlife Federation, expanding brand awareness and presence.

**TRUSTAGE INSURANCE** (previously CUNA Mutual Group), Madison, WI

1998 - 2005

### Communications Consultant

Maintained direct-marketing customer website, with 1.1K+ credit unions to register, in support of branding and promotional efforts, as well as raise awareness and generating leads. Created and advised on promotions to support 3 product lines (Member Marketing, Student Loans, and Operational Forms) and feature 15 product categories that generated \$6M+ in annual sales.

- Wrote and designed direct-marketing packages for insurance and investment products, generating \$300M+ in annual operating revenue.

**TRUSTAGE INSURANCE** (Continued)

- Built content for and launched online MemberCONNECT Resource Center, enabling credit unions to enhance their marketing with access to ads, articles, and soft-marketing materials.
- Contributed \$1M in cost savings for 3 consecutive years through increasing efficiencies in design and production.
- Launched comprehensive campaign for TEAM marketing program (full-color brochure, news releases, and web banners), gaining participation from 10% of all credit unions.
- Created web newsletter for Operational Forms product line, entitled CUNA Mutual Forum, generating 350+ subscriptions in 12 months.

**BLACKHAWK TECHNICAL COLLEGE**, Janesville, WI**Marketing Specialist**

Coordinated and promoted seminars and videoconferences, developed marketing communications, and supported public relations efforts to recruit students and business clients

- Created ads and news releases seen by 40K+ periodical readers, producing 25% return on investment.
- Redesigned course catalogue The Guide, assisting 83% of all students with registration.
- Promoted Lessons in Leadership and The Power of One seminar series through brochures, ads, and news releases, with response of 250+ top-level executives attending.

**Education**

**Bachelor of Business Administration**, Marketing; *summa cum laude*; Academic Honors every semester, University of Wisconsin-Whitewater, Whitewater, WI

**Additional Proficiencies and Activities**

- Freelance digital copywriter for The Athletic newsletter group
- Artificial intelligence writing tutor for Mindrift by Toloka
- Narrative designer for Project Duality video game
- Content management systems user + MacOS, MS Office Suite, and Google Suite expert
- Conversational Spanish speaker
- Published novelist of The New Dakota Series via Firedrake Books under pen name Devin K. Smyth
- Volunteer listener for 7 Cups of Tea mental health website
- Volunteer writer for d2 PAC
- Team member of Madison Minotaurs Rugby Club