

Kimberly MacArthur Graham

Content | Collateral | Technical Proposals



Key Specialties

- Technical Content Development
- One-Voicing
- Strategy and Messaging
- Storyboarding
- Interviewing & Testimonials
- Team Facilitation
- Creative Collaboration

Education

- M.A. Art History and Museum Studies, University of Denver
- B.A. Studio Art, University of Texas at Austin

Experience Level

- Sr. Writer / Lead (20+ yrs.)

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Kimberly helped our team win a recent GC/CM transit project. She worked onsite with us for several weeks. . . (from) strategy and storyboarding to content generation and layout, plus one-voicing. We would not have shortlisted for this important project without her help.

- Patrick Malone, Corporate Business Development Director, PCL

Bio

Kimberly provides clear and effective copy editing and writing, as well as one-voicing and collateral development, for professional service firms. With a strong focus on infrastructure and vertical design and construction, her clientele also includes companies in technology, natural resources, law, and finance. Her portfolio includes both short and long copy, with a specialized expertise in technical proposals (RFI/RFQ/RFP), white papers, and technical articles for publication. A recognized strategist, visual thinker, and consensus-builder, Kimberly can facilitate or lead clients' proposal and collateral development efforts, ensuring that written and visual content work together to best advantage. She is as comfortable generating copy from interviews as from written drafts, and available for onsite work including co-location and out-of-state travel. In addition, she contributes articles to magazines and journals and has presided over public meetings including a 2011 Denver Mayoral Candidates Forum.

Select Experience

Kimberly's expertise in content generation and proposal development has assisted clients across the US and internationally. A few are listed below.

Western Summit Constructors

RFP strategy & development | Content generation: interviewing, copy writing, and editing | Creative collaboration | One-voicing | Interview preparation and coaching

Kiewit Companies (infrastructure and buildings groups)

RFP strategy & development | Content generation: interviewing, copy writing, and editing | Creative collaboration | One-voicing | Interview preparation and coaching

PCL Infrastructure

RFP strategy & development | Content generation: interviewing, copy writing and editing | Creative collaboration | One-voicing

Saunders Construction, Inc.

RFP development | Content generation: interviewing, copy writing, and editing | Creative collaboration | Article development

Swinerton Builders

RFP strategy & development | Content generation: interviewing, copy writing and editing | Creative collaboration | One-voicing

RW Beck / SAIC (now Leidos)

Content generation: interviewing, copy writing, and editing

Humphries Poli Architects

RFP development | Content generation: interviewing, copy writing, and editing | Client survey & reporting | PR and article development

E Light Electric

Content generation: interviewing, copy writing, and editing | Creative collaboration | Article development