



Kimberly MacArthur Graham

Technical Copywriting & Content



Key Specialties

- Business Copywriting
- Technical Writing
- Content & Messaging
- Proposal Strategy and Development
- Technical Editing & One-Voicing

Experience Level

- Senior/Expert (25+ yrs.)

Education

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

Bio

For nearly 30 years, Kimberly has provided clear, effective copywriting and editing to professional service firms in construction, engineering and design, technology, natural resources, law, and finance. She has a proven fluency with highly technical subject matter and a specialized expertise in municipal, state, and federal proposal responses (RFI/RFQ/RFP). Her portfolio includes both short and long copy: from websites to white papers, articles to announcements, and blog posts to brochures. With a firm grasp of the role of audience and brand, she excels at identifying the proper voice and tone for each assignment.

A strategic and visual thinker, Kimberly often plays an active role in developing written and visual content that work together to maximum effect. Her byline has appeared in publications including Engineering-News Record, Building Dialogue, Modern in Denver, Luxe, Denver Business Journal, and The Denver Post.

Select Clients

Kimberly has produced memorable content and copy for clients across North America, including those listed below.

Kiewit Companies

PCL Construction Enterprises

Saunders Construction, Inc.

Denver Art Museum

KL&A Engineering

Swinerton Builders

360 Engineering

RW Beck /SAIC (now Leidos)

Concrete Frame Associates, Inc.

Humphries Poli Architects (now RATIO)

E Light Electric

Apex IT

GrahamGolden Technologies

Jacobs Engineering Group

“Kiewit/Western Summit has benefitted from Kimberly’s strategic pen for over 15 years. Her ability to work with operations, estimating and marketing staff to develop compelling content is a huge asset and we consider her an extension of our team. She has also been key in developing proposal best practices and writing persuasive executive messages.”

- **Carey Allen, Sr. Vice President, Brown and Caldwell (previously with Kiewit)**