

Kimball Gardner

SENIOR EDITOR AND CONTENT STRATEGIST

PROFESSIONAL SUMMARY

Senior writer, editor, and content strategist with 9+ years of professional experience developing voice and tone frameworks, managing editorial processes, and creating high-impact B2B marketing content for enterprise brands. Expert in AI-assisted content development, style guide creation, and cross-functional content leadership.

WORK EXPERIENCE

Stibo Systems — *Senior digital copywriter*

March 2026–Present

- Lead strategy and execution of high-visibility webpage copy, with a focus on AEO and narrative flow
- Collaborate cross-functionally on content across formats including blogs, webinars, guides, and reports
- Develop and distribute messaging frameworks and wireframes to drive internal alignment across teams and senior leadership

Shopify — *Senior editor and writer*

October 2023–November 2025

- Owned and evolved Shopify's enterprise editorial foundations for use across marketing touchpoints for upmarket B2B audiences
- Led editorial governance and developmental reviews for long-form, blog, and case study content streams
- Crafted strategic B2B campaign copy for C-suite and economic buyers, translating complex concepts into compelling narratives

Adobe — *Senior copywriter, managing editor*

June 2023–October 2023

- Provided developmental editing for high-value content assets, ensuring strategic alignment with campaign KPIs and standards
- Managed the enterprise style guide, training users while implementing updates to support evolving brand needs
- Directed campaign messaging strategy for the Adobe Experience Cloud product suite to ensure message consistency

Adobe — *Managing editor, writer, content designer*

February 2020–June 2023

- Architected the documentation site for Consonant, a new design system for Adobe.com, establishing information architecture
- Defined content strategy and UX writing standards for high-traffic components, including marquee, cards, and buttons
- Established accessibility content standards and guidelines to ensure WCAG compliance across all future components

Adobe — *Associate content editor*

May 2017–February 2020

- Managed editorial workflow for all Adobe Experience Cloud marketing content across web, email, and campaign assets
- Developed B2B and enterprise style guidelines, establishing terminology, tone, and messaging standards
- Crafted conversion-focused and optimized microcopy for multichannel campaigns

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SKILLS

Editorial and content

- Editorial strategy and governance
- Developmental editing
- Copy editing
- Style guide development and management
- Brand voice and tone frameworks
- Content operations
- SEO and AEO strategy

Content strategy and design

- Cross-channel content strategy
- UX writing and content design
- Information architecture
- Web content development
- B2B/enterprise content marketing
- Campaign messaging and creative briefs
- Messaging frameworks and narrative development
- Sales enablement content
- Figma and wireframes

AI and technology

- AI-assisted content creation
- Anthropic Claude
- ChatGPT
- Perplexity
- Copilot
- Cursor
- AI prompt engineering
- Content management systems

Specialized skills

- Accessibility standards (WCAG)
- Cross-functional collaboration
- SME collaboration
- Technical content translation
- Stakeholder management
- Long-form content development

EDUCATION

Georgetown University

Master of professional studies

January 2018–May 2023

Integrated marketing communications

Brigham Young University

Bachelor of arts

January 2014–May 2017

Major in English

Minor in editing