

## *Identify, Connect and Engage*

**Karen D. Swim** is the President and CEO of Words For Hire. Her company provides integrated PR and marketing solutions to a wide range of global businesses. Karen has been featured in stories on ABC News World News, ABC News Now, and the New York Times. StartUp Nation honored her as one of the “Top Women in Business 2008”.



With more than two decades of experience in business-to-business, healthcare, technology, sales management and strategic marketing, Karen uses integrative problem solving to customize PR, marketing and content solutions for clients. The difference is solutions that align with the customer’s brand and objectives rather than cookie cutter, ‘me too’ strategies that forces the customer into a predetermined model.

Technology plays an essential role in Words For Hire and has facilitated Karen’s ability to work with clients across the globe. In a tech savvy world, it’s easy to lose a bit of the personal touch, but Karen believes that the best of technology allows us to leverage the tools to be more cost and resource efficient while still forging personal connections. She is fond of saying, “It is business but it is also entirely human!”

Karen’s passion and competitive spirit shine through in her work. She strives to get the “win” for her clients just as she did as a top performing sales and marketing professional in corporate America. After losing her husband to cancer, she made the bold decision to leave Corporate America and leverage her business expertise to create targeted content for individuals and businesses. “I have been able to combine my passion for people and writing with my knowledge of business and marketing to create a business that delivers results and brings me joy every day!”

Karen is an expert storyteller and has authored hundreds of articles, ghostwritten several e-books and technical guides, developed content for websites, planned and implemented marketing campaigns and developed creative communications for businesses of all sizes. Client by-lines have appeared in leading publications such as Forbes, Business Insider, Law Technology News and more. Her clients have ranged from consultants and start-up companies to multi-million dollar corporations. She also consults with clients on marketing strategy, product launch and sales enhancement.



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