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**The moment I knew I had become an industry leader in social media marketing strategy was when the creator of the biggest Facebook Messenger Bot program in the industry was looking at the inner workings of the bot I had created and was so impressed that I had used his program in such an innovative way, that he went and told everyone about it—he had never seen anything like it in his words. Two days later, he contacted me because Facebook had asked to meet me to do a spotlight on the interactive, choose-your-own-adventure game I had created through Facebook Messenger bots for my best-selling novel because he had told them about my work. To this day, my fans still play that game.**

**I'm known for innovating in this industry. While I break the news of new platform changes or additions to different social media networks, I'm brought into major speaking engagements at events and conferences, sponsorships with industry-leading companies, course work and articles for major companies, and featured on national news networks and major events because of my skill at innovating new ways to use programs and platforms to grow businesses.**

**As a best-selling author, I'm asked daily for help by aspiring authors to hone their writing craft. I'm also asked for copywriting help from entrepreneurs weekly. While I answer as many questions as possible on my weekly Ask Me Anything livestreams, my educational focus is on marketing and content creation rather than writing—which is why I'm always looking for platforms to collaborate with where I can create that type of content outside of my platform's main focus so I can send my students and followers there to learn.**

**I have a passion for growing businesses, leveraging social media, and innovating in the marketing scenes while growing an engaged and interactive community. I have my business so strategically placed that most of it is on autopilot now, freeing up my time to take on an endeavor like this. My TikTok has blown up with massive viral views bringing me back into the world of teaching new authors—where I actually started my journey into becoming an industry leader in social media growth—and having looked at your platform, I have a very clear picture of what you need to do to grow. I've worked with incredible companies over the past few years in my career as a business mentor or sponsored content creator and I'd love to move into the role of growing ProWritingAid because I see such a valuable resource for followers like mine who are craving development and growth.**

**I have many industry connections I think will be valuable for you. I'm one of the top people to break social media news to the industry, so I'm always at the forefront of changes and have advanced knowledge of what's coming next and am willing to test out new strategies. I know where the writers are in both the author world and the business world because they find me as an established leader and look to me as a resource. I also frequently speak for companies during their events, summits, and conventions, in their courses and articles where ProWritingAid could benefit their followers, and I'd be happy to open as many new doors for you as possible and bring in new faces to educate on your platform.**

**You can see a few campaigns I've run before at [kmrobinson.com/forpwa](https://kmrobinson.com/forpwa) where you'll learn how I got 33,000 downloads on a novel in a twenty-four hours after running strategic ads, how I sell courses and trainings from a viral YouTube video series, and how I gained massive book sales and newsletter subscribers from a single viral parody series on TikTok to give you the tiniest idea of what I can do for ProWritingAid.**

**I look forward to speaking with you soon.**

**Sincerely,  
K.M. Robinson**