PERSONAL BRAND · EXECUTIVE CONTENT

How We Helped an Oracle VP Build a Personal Brand LinkedIn Couldn't Ignore

VP, AI Database Product Management, Oracle · 2026 LinkedIn Top Voice for AI
Four years of partnership



THE CLIENT

Kay Malcolm is VP of AI Database Product Management at Oracle, a LinkedIn Learning instructor, a Howard University lecturer, and creator of the *AI For You* newsletter. She built Oracle LiveLabs (50M+ views). Online, she's "Your AI Work Bestie."

THE CHALLENGE

As a senior executive, Kay was nervous about handing her personal brand to an agency. It had to sound like her, not a press release, while turning deep AI expertise into content everyday professionals actually want to share.

WHAT WE DID

- Memes, trend reels, voiceovers and talking heads, in long- and short-form video
- Built and protected Kay's personality in every post
- Shared tips, life, fun and work
- Dove in with Kay on what it means to be "Your AI Work Bestie"

18.6M
views on Kay's first viral post
a work-humor meme reel, a few months in

1.7M+
views in 12 months
Instagram, Facebook & TikTok combined

1.5M+
Instagram accounts reached
profile reach, past 12 months

447K
Facebook views on $0 ad spend
100% organic, crossposted reels

Top Voice
2026 LinkedIn Top Voice for AI
"The deciding factor was a video that you all edited."

> If I were to describe Game Changer Marketing, I would describe it like a partnership. You got to know me as a person, but then you pulled from me the parts of me that I don't even think that I was aware were there.
>
> "You all have this unique knack of blending your expertise with the unique parts of me to create the me that you see today."
>
> **KAY MALCOLM** VP, AI Database Product Management, Oracle



WATCH KAY'S STORY

"How We Helped a VP Find Her Voice & Build an Authentic Personal Brand"

Kay sits down with Cassi to talk about four years of building her brand together.

Watch on YouTube →

SCAN TO WATCH

AMPLIFIED BEYOND THE FEED

Game Changer's Collective	AP News	USA TODAY Network	LinkedIn Learning
Podcast interview with Cassi	Syndicated our release · Jul 2026	130M+ monthly readers	AI Tech Talk promo →

THE RESULTS

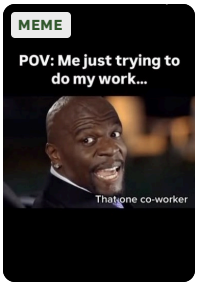
Relatable content, real reach, and a brand LinkedIn noticed

TOP-PERFORMING REELS

Instagram views



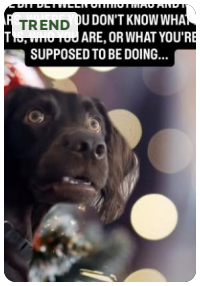
18.6M
Keeping my opinion to myself at work



3.7M
That one co-worker



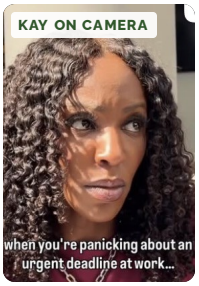
2.2M
Clear guidance from your manager



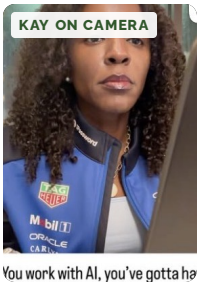
197K
The holiday daze



114K
The very professional email



57.7K
Urgent deadline panic



23.7K
"Secret" AI prompts

RESULTS BY CHANNEL

Instagram — Past 12 months

Accounts reached	1.54M
Views	1.15M
Shares	15.4K
Followers (today)	10K

Facebook — Past 12 months · 100% organic

Views	447.1K **$0 spend**
Watch time	24 days
Followers	1,203 **+113**

TikTok — Past 12 months

Post views	172K
New viewers	98K
Followers	2,952 **+455**

LinkedIn — 2026

Top Voice for AI	2026
LinkedIn Learning feature	3.27M **followers**
Deciding factor	GCMS video

Press Pickup — Our release · Jul 29, 2026

AP News	Syndicated
USA TODAY Network	130M+ **monthly readers**

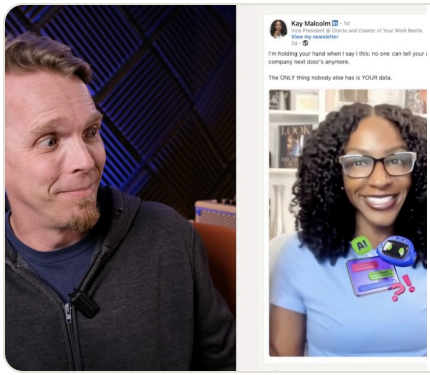
Audience — Instagram

Women	83%
Core age	35—54
Outside the US	29% **UK, CA, NG, ZA+**

ON BECOMING A LINKEDIN TOP VOICE

"I never applied for [LinkedIn Top Voice]. They just sort of look in the ecosystem and make the decision. The deciding factor was a video that you all edited."

Kay Malcolm, on Game Changer's Collective



FEATURED BY LINKEDIN LEARNING

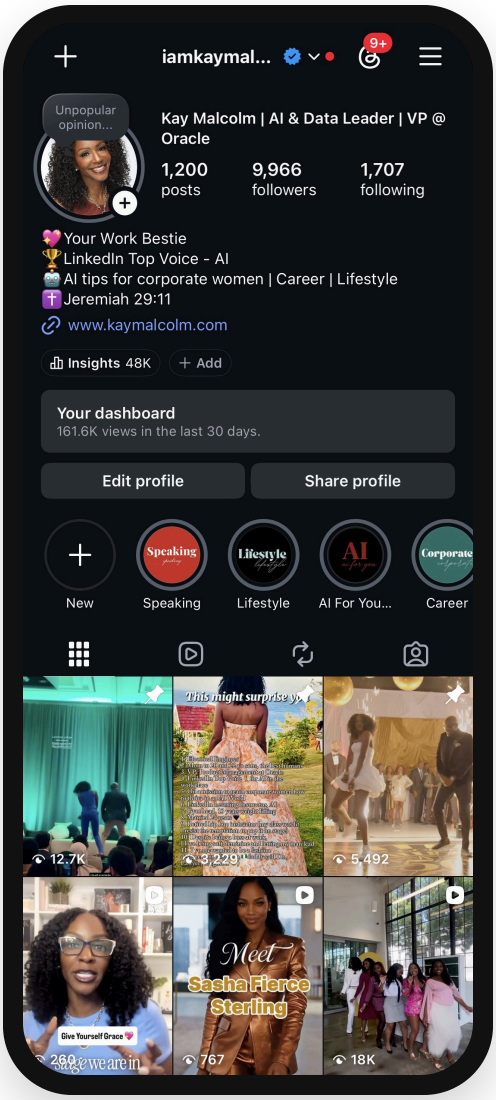
Our content, on LinkedIn's biggest stage

LinkedIn Learning featured one of our Kay videos in its live AI Tech Talk promo with instructor Morten Rand-Hendriksen, shared to LinkedIn Learning's 3.27M followers.

View the LinkedIn post →

THE FEED

Your AI Work Bestie, every single day



10K
Instagram followers, and counting

1,200
posts

161.6K
views, last 30 days

CONTENT PILLARS

Work humor
POV memes and trend reels about deadlines, managers and inbox dread. The posts people send to their work besties.

AI For You
Plain-English AI tips for corporate women, from secret prompts to new tools, told by an Oracle VP who lives it.

Speaking & stages
Keynotes, Carnegie Hall and events turned into content, showing where Kay is and who she's with.

Career & lifestyle
Talking heads, voiceovers and real life: career lessons, style, dance and the moments in between.

EVERY FORMAT, ONE VOICE

Memes · Trend reels · Voiceovers · Talking heads · Long-form video · Short-form video

SEE IT LIVE

Check out Kay's feed on Instagram

@iamkaymalcolm →

SCAN TO FOLLOW

THE BOTTOM LINE

Specific beats generic. Reels that name one relatable work moment get sent to group chats, and shares drive the growth.

Every format, one personality. Memes, trends, voiceovers and talking heads all sound unmistakably like Kay.

Authenticity scales. Staying true to her voice earned an 18.6M-view moment, a Top Voice title, and a LinkedIn Learning feature.

GAME CHANGER MARKETING SOLUTIONS

It's time for a game changer.

Personal branding and social for executives, founders and creators.

gamechangermarketingsolutions.com

Sources: GCMS Year in Review for Kay Malcolm (native Instagram, Facebook & TikTok analytics, trailing 12 months); Game Changer's Collective interview with Kay Malcolm; EIN Presswire distribution report for "Oracle VP Kay Malcolm Talks AI, Career Reinvention, and Building an Authentic Brand" (Jul 29, 2026); LinkedIn Learning AI Tech Talk post (Sept 2026); Kay's Instagram profile and reel view counts (Sept 29, 2026).