

BETH OSBORNE, MBA

WRITER, CONTENT MARKETER, & DIGITAL MARKETING EXPERT



CONTACT

704-458-7927

bethosborne@gmail.com

Portfolio

Las Vegas, NV

LinkedIn

EDUCATION

UNC-GREENSBORO

B.A. English

UNC-CHARLOTTE

MBA, Marketing

SOFTWARE

Hubspot

Hootsuite

Canva

Instapage

WordPress

Mail Chimp

Constant Contact

Google Analytics and Ads

Survey Monkey

BaseCamp

Slack

Asana

Microsoft Office

Google Drive

WRITING CAREER

- 20 years as a professional writer and 15 years in marketing
- Copywriter and content marketing roles in agencies and brands across the globe
- Inbound and content marketing expert
- Bylines on multiple websites
- Extensive and diverse portfolio
- Create content marketing and voice and tone guidelines for brands
- Write up to 6,000 words a day
- Senior writer for JELD-WEN, Bank of America, MarketScale, and other brands
- Strong ability to concept and execute
- Creative and detail-oriented
- Experience writing web content, blogs, eBooks, whitepapers, scripts, ads, social media posts, emails, case studies, and editorials

MARKETING ROLE HIGHLIGHTS

- Created marketing departments for multiple companies, including Visual Impressions, Motorsports Authentics, Carmel Country Club, and SyntraCorp
- Developed and implemented marketing strategies and campaigns
- Well-versed in Google Analytics, PPC, and using data to understand campaign results
- Have managed and collaborated with art directors, designers, and other writers
- Industry knowledge: healthcare, manufacturing, banking, hospitality, consumer goods, construction/building, technology, and software
- Created roadmaps for digital marketing strategies and executed on tactics
- Managed budgets in excess of \$250,000
- Speaker and advocate for brands

CAREER TIMELINE

- Freelance Copywriter and Content Marketer (2005 - Present)
- Senior Writer and Content Marketer, JELD-WEN (2017-2018)
- Senior Writer, Bank of America (2015-2017)
- Director of Marketing, SyntraCorp (2013-2017)
- Director Marketing, Visual Impressions (2010-2013)
- Marketing Communications Manager, Global Compliance (2007-2009)
- Copywriter, Motorsports Authentics (2006-2007)
- Marketing Communications Coordinator, Carmel Country Club (2004-2006)