



# 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

Zoho Marketing Hub

Pardot

Hootsuite

Canva

Instapage

WordPress

Mail Chimp

Constant Contact

Google Analytics and Ads

SurveyMonkey

BaseCamp

Slack

Asana

Microsoft Office

Google Drive

## WRITING CAREER

- 20 years as a professional writer and 16 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
- Held senior writer and content marketing roles for JELD-WEN, Bank of America, AdAction, InfoWerks, and other brands
- Agency experience: MarketScale, Revenue Zen, SmartBug, and 33 Social
- Worked with companies in the US, UK, Australia, China, Singapore, and Canada
- 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
- Proven record of using content marketing to attract leads and grow revenue

## MARKETING ROLE HIGHLIGHTS

- Created content marketing departments for multiple companies from startups to Fortune 500
- Developed and implemented content marketing strategies (50+)
- Well-versed in all technical aspects of content, including SEO, paid search, and metrics
- Managed and collaborated with art directors, designers, and other writers
- Industry knowledge: marketing, 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
- Built numerous WordPress sites and established Google organic ranking wins for many brands

## CAREER TIMELINE

- Freelance Copywriter and Content Marketer (2005 - Present)
- Senior Writer/Content Marketing Consultant, AdAction (2020 - Present)
- Content Marketing Manager, InfoWerks (2019-2020)
- 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)