



BETH OSBORNE, MBA

WRITER, CONTENT MARKETER, & DIGITAL MARKETING EXPERT

CONTACT

704-458-7927

bethfosborne@gmail.com

Portfolio

Las Vegas, NV

LinkedIn

EDUCATION

UNC-GREENSBORO

B.A. English

UNC-CHARLOTTE

MBA, Marketing

SOFTWARE

Hubspot

SEMrush

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 18 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 Marketron, 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 (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 brands
- Frequent presenter and webinar host for brands

CAREER TIMELINE

- Freelance Copywriter and Content Marketer (2005 - Present)
- Senior Content Marketing Manager, Marketron (2021 - 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 (2013-2015)
- 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)