

Betsy Thaggard

I make words work.

Writing & editing

- Corporate: marketing strategy and messaging, case studies, white papers, tech docs
- Creative: ad copy, newsletters, profiles, scripts, websites
- News: articles and columns in national, local and online publications

Management & organization

- Managed publications, budgets and staff, in person and remotely
- Directed online content and editorial product development
- Developed websites, e-newsletters, documentation and training

Employment highlights

Senior writer, editor, digital content strategist—IBM, Austin. 2003-present

- **Digital Content Strategist and Senior Editor**—ibm.com (contract). Write interesting product pages for a new marketing initiative. Previously worked with writers, designers and product teams to create messaging and [copy](#) for the award-winning IBM home page, and oversaw its weekly publication. Managed agile homepage CMS. Wrote [articles](#) about building a Smarter Planet, for SEO and social media compatibility. Managed Smarter Planet homepage. Produced podcasts.
- **Content Editor**—IBM Design. Edited words and videos that promoted IBM Design Thinking, wrote about design [events](#), managed worldwide music licensing, and advised designers about IBM editorial style and brand standards.
- **Senior Marketing Writer and Redbooks Editor**—ITSO Global Content Services (contract). Wrote, edited and laid out white papers, [case studies](#) and other collateral. Edited IBM Redbooks.

Writer, editor, project manager, Austin and Becket, Mass. 2000-2003. Clients included:

- **Community Media:** Wrote feature articles about Austin and Houston companies for city books.
- **LANWrights:** Managed and edited tech book projects; wrote IT articles and online Photoshop course.
- **Motion Computing:** Created user documentation for new tablet.

Content Director and Managing Editor—MaterialNetwork.com, Austin. Managed online content (industry news, B2B transactions) and acquisition, staff, and usability for industry/e-commerce startup. 2000.

Editorial Project Manager—pennNET (PennWell publications), Houston and San Mateo. Managed editorial projects, created industry e-newsletters, helped bring new content management system online. 1999-2000.

Editorial and marketing consultant, Austin and Dallas. 1997-99, 1991-95.

- Ad, brochure and web copy - Articles, newsletters and scripts - Editorial project management
- Copy editing and proofreading - Layout and design - Tech writing and editing

Empress of Publications—Active Paper, Austin. Supervised publications and website for software startup. Translated tech-talk into user-friendly English, managed collateral, tech docs and designers. 1995-97.

Communications Specialist—Young Presidents' Organization, Dallas. Wrote and edited executives' publications at headquarters and on location at [international conferences](#) in Sydney, Buenos Aires and Acapulco. 1989-91.

Education

SMU, Dallas. BFA, Communications; MBA coursework emphasizing marketing and finance.

STEPHENS COLLEGE, Columbia, Missouri. Liberal Arts coursework, majoring in TV/Radio/Film.

Details, weird-job history, clips: bthaggard.com

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