

Betsy Thaggard

I make words work.

Writing & editing

- Corporate: marketing 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.

- **Content Editor**—IBM Design. 2014-present
Edit words and videos that promote IBM Design Thinking, write about design [events](#), manage worldwide music licensing, and advise designers about IBM editorial style and brand standards.
- **Digital Content Strategist and Senior Writer**—ibm.com and Smarter Planet (contract). 2007-2014
Wrote [copy](#) for the award-winning IBM homepage and [articles](#) about how to build a Smarter Planet, for SEO and social media compatibility. Managed Smarter Planet homepage. Produced podcasts.
- **Senior Marketing Writer and Redbooks Editor**—ITSO Global Content Services (contract). 2003-2007
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.

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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Technical breakout

Senior writer, editor and content strategist—IBM, Austin. 2003-present
Wrote white papers, solution briefs and web copy; edited IBM Redbooks.

Editorial Project Manager (contract)—LANWrights, Austin. 2002-2004
(Network-oriented writing, training, and consulting)
Managed publication of *Get Started with Your Computer* (Windows XP) for Gateway Computers, from draft stage to printer page checks. Provided backup editing, management, rewriting, and Photoshop work for other books in the Gateway series. Wrote online Photoshop course.

Technical Writer (contract)—Motion Computing, Austin. 2002
(Windows-based tablets)
Created documentation for launch of new tablets. Worked in Framemaker, InDesign, Photoshop and the Microsoft Production Toolset to produce online user guide, printed peripherals documentation and placemat, and Windows Help & Support Center customized content.

Projects Editor—pennNET, Houston and San Mateo. 1999—2000
(Online division of PennWell, publisher of *Oil & Gas Journal* and data and information products)
Launched new content management system, e-newsletters and other projects; wrote:

- User guide: pennNET Content Management System (Vignette-based)
- Editors' Guide for creating pennNET e-newsletters

Technical Editor (contract)—IT Masters, Austin. 1998—1999
(Network integration products, training, and professional services)
Wrote, edited, and managed production of user guides for the company and its clients:

- BEST/1 for HP OpenView ITO and connectTEC for MAX/Enterprise (edited for BMC)
- Netfinity Manager Plus for Tivoli (IBM) (edited for IBM)
- MasterCell Installation Guide (wrote for IT Masters)

Empress of Publications—Active Paper, Austin. 1995—1997
(E-mail and browser software for first-generation handhelds)
Managed all documentation, including tech docs:

- Presto!Links Reviewers' Guide and User Guide, Presto!Mail User Guide
- User guides for Presto!Mail & Presto!Links (updated for General Magic after acquisition)

Technical editor and trainer (contract)—EDS and subsidiaries, Dallas. 1993
Edited technical proposals for government and private clients; taught software to small-town grocers.

Writer (contract)—Media Matrix, Dallas. 1992

- Alcon: Series 20000 training video/handbook
- Trane: XV1800 instruction booklet

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