

# 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](http://bthaggard.com)

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