

Betsy Thaggard

I make words work.

Writing & editing

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

Management & organization

- Managed publications, CMS, and staff, mostly remotely
- Directed online content and editorial product development
- Developed websites, documentation, and training

Relevant highlights

Senior writer, editor, digital content strategist—IBM, Austin. 2003-2024

- **Digital Content Strategist and Senior Editor**—ibm.com (contract). Chosen for a new marketing initiative to enliven run-of-the-mill pages about watsonX and other products in IBM's [artificial intelligence family](#). Results: +150x longer visit time, triple the scroll depth, and double the click-through rate in paid media. Previously worked closely 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, edited videos (Premiere Pro), and advised designers about IBM editorial style and brand standards.
- **Senior Marketing Writer and Redbooks Editor**—ITSO Global Content Services (contract and LTS). 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.

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.

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 and clips on request

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