

BETSY KELSO

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Creative Writer • Brand and UX

Dynamic creative leader with proven ability to deliver content that connects with audiences and builds trust. Known for infusing work with an entertainment edge for greatest impact and for bringing ideas to life in fast-paced, high-energy environments. Experienced as a WGA screenwriter, published playwright and UX writer for global brands. Both passionate and compassionate about generating memorable experiences that inspire and empower.

Lippincott, New York, NY

09/2021 - 08/2024

Senior Director, Brand Voice

Led development of voice and brand copywriting standards for enterprise-level organizations (B2C and B2B Fortune 100 and 500 in finance, banking, healthcare, cybersecurity, commercial insurance, real estate and others).

- Codified brand voice and tone for multiple touchpoints, ensuring content guidelines aligned with business development objectives, KPI's, communication plans, brand positioning and creative marketing.
- Demonstrated a range of integrated, personality-driven applications (email marketing, social media, video/film, AI, landing pages, digital experiences, thought leadership, product journey, decks).
- Collaborated with design, product and innovation teams to maintain consistency across visuals, UX and AI.
- Managed, developed and coached junior team members and copywriters, providing creative oversight.

Fubo, New York, NY

03/2021 - 10/2021

UX Writing Lead, Design System (contract)

Built a human-centered UX writing guideline for 8 different teams and new fuboTV product development, including gaming, mobile UX, personalized on-boarding and a market-driven home screen experience.

- Created a scalable, brand-specific UX Writing Guideline and Best Practices hub for fuboTV product copy.
- Worked within the Design System Team to make joint decisions on how content and design can improve the fuboTV product user experience for 1M+ subscribers across 6 separate platforms and multiple devices.
- Engaged in UXR, data-driven testing and QC and ensured brevity for Spanish language adaptations.
- Coordinated with legal and accessibility teams to maintain regulatory compliance measures.

World Wrestling Entertainment, Stamford, CT

08/2018 - 11/2020

TV Writer / Producer

Conceived, pitched and produced character-driven stories for USA Network and WWE Network events (now airing on Peacock) – delivering episodic live TV, 52 weeks per year for 1M+ viewers worldwide in high-pressure contexts.

- Collaborated with top-level talent, the chairman of the company, social media writers and data analysis team leads to craft content that engages and retains target audiences across multiple touchpoints.
- Developed and executed original product marketing integrations and consumer-focused campaign activations with global and national premium brands (Domino's Pizza, Head & Shoulders, Skittles, FDA).
- Led creative, video scriptwriting and on-site execution of celebrity guest appearances featuring Mark Wahlberg, Mario Lopez, Skylar Astin, NASCAR Champion Kyle Busch and NFL star Rob Gronkowski.
- Generated ideas for seasonal WWE campaigns, taglines and names for new and existing talent.

Wall Street Journal, New York, NY

05/2020 - 07/2020

Brand UX Writing Lead (contract)

Established a first-ever, brand-specific UX Writing Best Practices Guideline for WSJ digital products.

- Collaborated with designers and stakeholders to unify UX copy strategy for cross-functional department needs, deploying insights based in research and collaborative ideation for both desktop and mobile.
- Defined a contemporary, UX-friendly voice that reinforces WSJ's 100+-year-old institutional credibility.

GCI Health, New York, NY

11/2019 - 12/2019

Content Strategist (contract)

Built content structure and wireframes for a 65-page social media content manual (sensitive pharmaceutical marketing) tailored to multicultural content creators and copywriters in 5 different international markets.

- Ensured content was comprehensible for users who speak English as a second language (ESL), without compromising the consistent voice, tone and sophistication of the foundational campaign.
- Simplified copywriting to improve page layout and flow.

Freelance (American Express, Prudential, College Ave Student Loans, Otis College, Pepperdine Graziadio Business School)

01/2018 - 12/2023

Senior Copywriter / Content Designer

Applied storytelling expertise to content creation that strengthened brand awareness and customer experience.

- Worked with designers to optimize user journeys and align them with a working brand promise.
- Effectively distilled complex or sensitive topics (finance, loans, paid leave, college admissions) for consumer audiences in 40+ SEO-aligned blog and resource articles for higher ed and fin-tech.
- Flexed brand voice for distinct audiences across messaging, integrated campaigns and product launches.
- Designed and built new web sections, landing pages and microsites to enhance performance metrics.

Pepperdine University, Malibu, CA

03/2014 - 01/2017

Content Designer / Copywriter, Integrated Marketing (contract)

Co-strategized and executed a mobile-first, UX-driven content strategy and IA overhaul for 6 separate websites.

- Refocused content for brevity and a consistent voice and tone to connect with a prospect audience.
- Instituted standards and best practices to help future copywriters and producers with execution.
- Guided the school furthest behind in production to the furthest ahead.
- Established trust with stakeholders, resulting in consultancy contracts exclusive to graduate schools.

OTHER PROJECTS

Multiple TV Networks | Series Creator / Writer

Led creative development and pitches for network executives, resulting in TV sales within a highly competitive market. Collaborated with top-level producers to structure and write TV pilots for MTV, ABC Family, DreamWorks TV, Disney Channel, Universal Music Group and Warner Horizon Television.

"The Great American Trailer Park Musical" | Creator / Writer / Director

Co-conceived "The Great American Trailer Park Musical," which has been produced in multiple countries and is licensed throughout North America. Led collaboration among cast, designers and producers toward strategic content decisions based on insights from live audience reactions. Spearheaded adaptations and franchises.

Entertainment Events | Writer / Editor

Americanized 2 musicals for U.S. audiences ("Girls Night" and "Girls Talk"), adapting material originally conceived for the U.K. in preparation for North American tours.

Regional Theatre | Comedy Writer / Director / Choreographer

Conceived, created and helmed theatrical productions in varying comedic styles, guiding process from start to finish (casting through design consults through to rehearsals and tech).

EDUCATION / CERTIFICATION

Bachelor of Science (BS) Journalism and Advertising | University of Maryland (College Park)

UX Design | General Assembly

Professional Associations | Writers Guild of America West (WGAW), Dramatists Guild, Broadway Licensing