

BETSY KELSO

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Senior Director, Brand Voice and Content Strategy

Enterprise creative leader specializing in brand voice architecture, digital and conversational best practices, complex user flows and scalable guidelines for end-to-end, multi-platform product experiences. Blends deep expertise in storytelling (international IP, TV) with advanced content design to create emotionally resonant narratives that connect with global audiences. Seamlessly integrates mentorship skills into fast-paced, high-pressure environments, maximizing creativity under deadline.

- Developed brand voice guidelines for **8 Fortune 100/500 brands** at Lippincott.
- Built AI-driven enterprise content governance systems for **6 Verizon brands**.
- Created the first UX Writing Guidelines for *The Wall Street Journal*.
- Designed foundational interactive UX Writing Guidelines for **Fubo**.
- Conceived character voice and narrative systems for global entertainment audiences at **WWE**.

Work Experience

Lead Content Strategist

Mar 2025 – Present

Verizon Value Brands, New York, NY (contract)

Owning strategic development of scalable brand voice frameworks, messaging systems and content standards across 6 national telecommunications brands.

- Partnering with executive leadership, product, design and marketing teams to translate business priorities into consistent verbal experiences across digital channels and AI-powered customer journeys.
- Integrating content strategies into product builds and refreshes to reduce call-center volume (less 1M calls/year, to date) and prevent payment failures (24K avoided in 2026-Q1+Q2).
- Providing creative direction for cross-functional teams that develop integrated campaigns and customer journeys spanning web, app, conversational AI, SMS, email and retail.
- Defining content strategy standards, workflows and best practices to clarify the role across the business.
- Conceived and launched an AI-driven centralized content governance system that houses voice principles, messaging frameworks, editorial standards and best practices for multiple teams.

Senior Director, Brand Voice

Sep 2021 – Aug 2024

Lippincott, New York, NY (full-time, agency)

Led development of verbal identity systems and brand voice strategies for Fortune 100 and Fortune 500 organizations, translating complex business challenges into scalable messaging frameworks.

- Partnered directly with C-suite stakeholders to define voice principles, messaging hierarchies, positioning strategies and future-facing brand narratives.
- Defined writing principles with execution examples that strengthen verbal identity within a comprehensive design system (inclusive of visual, sonic and motion branding).
- Pioneered AI brand voice initiatives, evaluating emerging technologies and developing frameworks for responsible implementation across client engagements.
- Authored comprehensive brand voice playbooks, tone-of-voice guidelines and messaging standards.
- Managed and mentored writers and designers, providing editorial direction, constructive feedback and quality standards that strengthened creative execution through confidence building.

Content Lead, Design System

Mar 2021 – Oct 2021

Fubo, New York, NY (contract)

Built a verbal identity system and UX writing playbook for fuboTV's streaming and gaming products.

- Collaborated with 8 different teams on new fuboTV products, including gaming, onboarding and checkout.
- Worked cross-functionally with designers, researchers, engineers, marketers and product managers to identify pain points and improve the user experience for 1M+ subscribers on 6 separate platforms.
- Led stakeholder interviews to ensure guideline content served ongoing, iterative needs.
- Balanced legal requirements, regulatory compliance and localization needs within a unified writing system.

Brand UX Writing Lead

May 2020 – Jul 2020

The Wall Street Journal, New York, NY (contract)Developed the first brand-specific UX Writing Guidelines, establishing voice principles and editorial standards for *Wall Street Journal* digital experiences.

- Created frameworks to align cross-functional teams around consistent language across desktop, mobile and native app experiences.
- Collaborated with researchers and stakeholders to translate user insights and journalistic standards into clear, brand-aligned language that balances usability with editorial integrity.
- Delivered a roadmap for expanding the writing system and governance model beyond initial engagement.

Creative Writer and Producer

Aug 2018 – Nov 2020

World Wrestling Entertainment (WWE), Stamford, CT (full-time)

Conceived and produced emotionally resonant narrative campaigns and character-driven storylines for global live TV, translating audience insights into compelling entertainment experiences reaching 10M+ viewers annually.

- Worked directly with top-level talent, the chairman of the company, social media writers and data analysis team leads on multimedia stories that engage and retain audiences across multiple channels.
- Led cross-functional creative development spanning live events, broadcast, digital, social and branded content experiences.
- Developed integrated storytelling supporting brand partnerships, marketing campaigns and multimedia experiences from concept through production.
- Led creative video scriptwriting, speechwriting and on-site production of celebrity guest appearances (Mark Wahlberg, Mario Lopez, Skylar Astin, NASCAR Champion Kyle Busch and NFL star Rob Gronkowski).
- Generated buzz-worthy content, including a segment that garnered 11M views on YouTube.

Freelance Writer and Content Designer

Mar 2015 – Aug 2026

Memorial Sloan Kettering Hospital • American Express • College Ave Student Loans • Pfizer • Prudential
• Otis College of Art and Design • Pepperdine University**Capabilities and tools**

Deck builds in PowerPoint, Keynote and Google Slides • Figma • Jira • Asana • Confluence • Sketch • Google Workspace • Microsoft 365 • InDesign • Adobe Illustrator • Notion • Miro • Midjourney • ChatGPT • Claude.ai

Professional Associations

Writers Guild of America, Dramatists Guild, Dramatists Play Service, Broadway Licensing, Concord Theatricals

Education**Bachelor of Science (BS) Journalism and Advertising** | University of Maryland (College Park)**UX Design Certificate** | General Assembly