

BETSY KELSO

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kelsocontent.com

Creative Leader • Brand Enforcer • Trust Builder

Creative leader with 15+ years shaping voice, identity and storytelling for global brands. I bridge strategy and execution, guide cross-functional teams and deliver experiences that connect ideas, technology and culture. 12+ guideline deliverables to date (Design System builds, brand voice and UX writing best practices). Trusted go-to for high-profile content – established WGA screenwriter, published playwright with internationally licensed IP.

Content Strategist and Creative Lead

03/2025 - present

Verizon, New York, NY (contract)

Creating frameworks for how content is crafted, structured and implemented for 6 Verizon Value brands.

- Building and executing content strategies for value proposition refreshes and new product launches.
- Aligning work with multi-channel communication strategies (web, app, SMS, email, IVR, AI-driven chat).
- Collaborating and managing processes across multiple workstreams with brand, research and business.
- Tracking content build and execution for onboarding, account management and shopping cart flows.
- Creating comprehensive UX writing guidelines for all Verizon Value Brands, coordinating with Design System, legal compliance, marketing campaigns, FCC fair use policies and user testing.

Senior Director and Content Strategist, Brand Voice

09/2021 - 08/2024

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

Led the development of branded content strategies and writing guidelines for Fortune 100 and 500 clients (B2B/B2C) across cybersecurity, finance, banking, healthcare, education, insurance, utilities and more.

- Delivered 8 detailed guidelines for brand voice and tone, integrated with design and component libraries.
- Spearheaded creative pitches and workshops with C-suite-level stakeholders to identify solutions that serve business development goals, growth strategies, brand values and competitive positioning.
- Collaborated cross-functionally with design, digital and strategy teams on content applications for multiple touch points (campaigns, chatbots, digital assistants, social media, messaging, motion, corporate comms).
- Pioneered AI brand voice initiatives, leading the exploration of emerging technology for team.
- Managed, developed and coached junior team members, fostering both creativity and confidence.

UX Writing Lead | Branded Experiences and Design System

05/2020 - 10/2022

American Express, Fubo, The Wall Street Journal, New York, NY (contracts)

Optimized digital experiences and enhanced user journeys for audiences of 10M+ through UX/UI content.

- Established a first-ever, brand-specific UX Writing Best Practices Guideline for WSJ digital products.
- Created a scalable, brand-specific UX Writing Guideline and Best Practices hub for fuboTV product copy.
- 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.
- Integrated legal requirements, regulatory compliance needs and foreign language best practices.
- Engaged in UXR, A/B testing and QC, working cross-functionally with designers, engineers and marketers.

Creative Writer and Producer

08/2018 - 11/2020

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

Conceived, pitched and executed character-driven stories for weekly episodic live TV (now airing on Netflix and Peacock) – delivering content 52 weeks per year for 1M+ viewers worldwide within high-pressure contexts.

- 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.
- Managed full creative production lifecycle of marketing integrations and campaigns for premium brands, from concept and pre-production through on-site execution and post-production with fast turnarounds.
- Led creative, video scriptwriting and on-site production of celebrity guest appearances featuring 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 Content Designer and Product Writer

03/2015 - present

Memorial Sloan Kettering Cancer Center, College Ave Student Loans, Pfizer for GCI Health, Prudential for Accenture, Otis College of Art and Design, Pepperdine University

- Leveraged data and analysis to inform copy and content strategy, building content to drive conversions.
- Built Effectively distilled complex topics (finance, loans, tax credits, admissions) for consumer audiences.
- Wrote and edited multiple SEO-aligned blog and resource articles for higher ed and fin-tech.
- Deployed brand voice for distinct audiences across messaging, campaigns and product launches.
- Generated tagline ideas for new products and collaborated on competitive positioning statements.
- Designed content structure and wireframes for a 65-page social media content manual (sensitive pharmaceutical marketing) tailored to multicultural content creators in 5 international markets.
- Edited copy to tighten UX layout and flow, and maintain campaign tone and sophistication.
- Simplified deep jargon and healthcare industry terminology for 35 states (40 to 75 policies, each).
- Executed a mobile-first content strategy, building out page narratives and migrating content for site sections with the highest levels of visibility.

Original IP

TV Networks and Studios | TV Series Creator / Writer

Led creative concept development and pitches for network executives, resulting in TV sales with top-level producers for MTV, ABC Family, Disney Channel, Universal Music Group and Warner Horizon Television.

“The Great American Trailer Park Musical” | Brand Creator / Writer / Director

Co-conceived, wrote and directed “The Great American Trailer Park Musical” Off-Broadway, which has been produced in multiple countries and is licensed throughout North America.

“Stocking Stuffers” | Brand Creator / Writer

Conceived and built a modular holiday-themed variety musical, currently in development in Denver, CO.

Skills and Tools

Creative leadership and mentorship, Creative marketing, Screenwriting, Brand identity, Brand UX/CX, Tagline and name creation, Content strategy, Public speaking/pitch, Information architecture, Copywriting

Figma • Confluence • Jira • Asana • Sketch • Google Workspace • Microsoft 365 • Agile Method • Airtable • Adobe Illustrator • InDesign • Notion • Miro • Tableau • ChatGPT • Claude.ai • Multiple CMS's • Custom tools

Professional Associations

Writers Guild of America (WGAW), Dramatists Guild, Broadway Licensing