

BETSY KELSO

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kelscontent.com

Creative Strategist & Narrative Designer

Enterprise creative leader who translates ideas into compelling narratives that connect with global audiences. Deep expertise in developing executive narratives and product stories across digital, AI-powered and multimedia platforms. Strong foundation in storytelling that blends with advanced content design practices to create high-concept pitch decks, brand characters and look books for entertainment and CX.

Core Competencies

Executive storytelling and strategic communications • Pitch decks and presentations • Visual storytelling • Information architecture • Creative concept development • Brand voice and messaging systems • AI and emerging technology initiatives • Workshop facilitation and stakeholder alignment • Multichannel campaign development • Content design and UX strategy • Cross-functional creative team leadership

Work Experience

Lead Content Strategist

Mar 2025 – Present

Verizon Value Brands, New York, NY (contract)

Shaping narrative frameworks and content strategies for 6 national telecommunications brands.

- Partnering with senior leadership, product design and marketing teams to align strategic vision across digital channels and AI-powered experiences.
- Translating complex business and technology initiatives into clear customer-facing experiences.
- Providing creative direction for cross-functional teams developing integrated campaigns and customer journeys that span web, app, conversational AI, SMS, email and retail.
- Conceiving and launching a centralized knowledge hub that transforms how teams access, apply and scale content best practices and standards.
- Driving end-to-end content and architecture development for complex, multichannel product ecosystems.
- Elevating core competencies and processes to define the Content Strategist role for the culture.

Senior Director and Content Designer, Brand Voice

Sep 2021 – Aug 2024

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

Led executive-level workshops, creative pitches and strategic presentations for Fortune 100 and 500 organizations, translating complex business challenges into compelling brand narratives and growth opportunities.

- Partnered directly with C-suite stakeholders to define positioning, messaging architectures and future-facing brand strategies.
- Collaborated with multidisciplinary teams spanning strategy, design and digital to develop integrated creative concepts, presentation materials and customer experience narratives.
- Pioneered AI brand voice initiatives, evaluating emerging technologies and developing frameworks for responsible implementation across client engagements.
- Delivered 8 detailed guidelines for brand voice and tone, integrated with design and component libraries.
- Managed, developed and coached junior team members, fostering creativity and confidence.

Content Strategist, Design System

Mar 2021 – Oct 2021

Fubo, New York, NY (contract)

Designed a scalable, brand-specific UX Writing Guideline and Best Practices hub for fuboTV's streaming products.

- Consulted 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.
- Integrated legal requirements, regulatory compliance needs and foreign language best practices.

Creative Writer and Producer

Aug 2018 – Nov 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), translating audience insights into compelling narratives 52 weeks per year for 10M+ viewers worldwide.

- 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.
- Produced integrated marketing campaigns and video content for major consumer brands from concept through execution.
- 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 Content Designer

Mar 2015 – Present

Memorial Sloan Kettering Hospital • The Wall Street Journal • American Express • College Ave Student Loans • Pfizer • Prudential • Otis College of Art and Design • Pepperdine University • Raymond Wu Productions

Original IP**TV Networks and Studios** | TV Series Creator and Writer

Creative concept leadership, development and sales for MTV, ABC Family, Disney Channel, Universal Music, Warner Bros., DreamWorks

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

Concept leadership and build for works now produced in 48 states, 5 countries, 4 continents and 2 languages

“Stocking Stuffers” | Concept creation and execution

Concept build and execution for a piece now nominated for a Henry Award for Best New Musical 2025

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