

BETH BRINDLE

✉ bethbrindle@gmail.com

🏠 www.bethbrindle.com

🌐 [linkedin.com/in/bethbrindle](https://www.linkedin.com/in/bethbrindle)

🐦 twitter.com/betterb2b

PROFESSIONAL EXPERIENCE

Freelance Writer and Editor

June 2007 – Present

- Writer and editor with more than 15 years' experience developing specialized content for websites, trade publications, newsletters, marketing pieces, and blogs.
- Work with B2B, non-profit, and consumer clients across a range of markets to create content that performs well in search engines, resonates with site visitors, establishes and reinforces brand voice, and generates results.
- Skilled researcher adept at relating complex information in a readable, engaging manner.
- Specialize in helping clients tell their stories through in-depth content, including articles, white papers, case studies, newsletters, press releases, and blog posts.

NetLine Corporation / TradePub.com, Doylestown, PA

Manager, Affiliate Programs and Partner Communications

October 2004 – June 2007

- Wrote and produced email newsletters, blog posts, and all other communications for a network of affiliate partners across 30+ industry sectors, including Business Services, Finance, Healthcare, IT, Manufacturing, and Pharmaceutical.
- Designed programs and incentives to increase revenues for the 4,000 business-to-business websites in NetLine's affiliate partner network.

VerticalNet, Inc. / Vert Markets, Inc., Horsham, PA

Director, Advertising, Business Development, and Email Programs

November 2001 - October 2004

- Created email campaigns and email marketing strategies for a business-to-business website publisher and its partners. Advised clients and internal departments on email best practices, including legal compliance, white-listing policies, delivery issues, and privacy concerns.
- Grew revenues across 68 business-to-business websites through advertising sales and strategic partnerships. Provided senior-level account management to advertising clients and partners.

Manager, Community Development and Newsletter Programs

July 1998 – October 2001

- Headed teams responsible for content development and audience retention across a network of 60+ business and industry websites. Hired, trained, and supervised staff of five newsletter editors and nine community developers, building these new departments from the ground up.
- Wrote technical requirements and functional specs for internal tools and user-facing applications, serving as a liaison between software developers and marketing teams.
- Worked with select team to design and launch new corporate website under tight deadline pressure. Served as content manager after launch, reviewing, editing, formatting, and mapping all site content.
- Managed team that delivered 60 email newsletters twice each week to 700,000 subscribers.
- Created company's first-ever email-use (anti-spam) policy and worked with IT staff to implement operational processes required for compliance.
- Coordinated launches of 16 new trade publication websites in a 10-month timeframe.

Assistant Editor

September 1997 - June 1998

- Wrote and edited industry news content for a group of online trade publications spanning the environmental, healthcare, high tech, life sciences, manufacturing, professional services, telecommunication, and utilities sectors.
- Assisted in development of standards and procedures for start-up editorial department and creation of the company's first editorial style guide.

Apollo Group, Phoenix, AZ

Online Instructor, University of Phoenix

October 2002 – October 2004

- Taught undergraduate courses in communication with an emphasis on grammar and effective business writing.

EDUCATION

Temple University, Philadelphia, PA

May 1999

Master of Journalism; Concentrations in creative writing and Internet publishing

GPA: 3.8/4.0

Pennsylvania State University, State College, PA

May 1993

Bachelor of Arts in Advertising, Minor in English

GPA: 3.6/4.0

RELATED SKILLS

- SEO
- Hootsuite social media management
- HubSpot marketing automation platform
- HTML/XML/CSS
- WordPress and other web content management systems
- Constant Contact and other email marketing applications
- Microsoft Office
- Google Docs/Google Sites