

# BECKY OLSTAD

CONTENT | CREATIVE

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## PROFESSIONAL SUMMARY

I'm a content and creative services veteran with expertise in journalism, production, and podcasting. A versatile creative problem-solver, I'm well-suited to designing and launching content strategy across a variety of channels. I thrive in fast-paced environments and easily adapt to new challenges. Having worked effectively with teams of all sizes, from cross-functional groups to senior executives I am known as an empathetic collaborator with excellent interpersonal skills.

## SKILLS

Writing	Interviewing	Project Management	Storytelling
Production	Content Strategy	Adobe Creative Cloud	Testimonials
Video Editing	Communication	Podcasting	Instructional Design

## WORK EXPERIENCE

### HUMAN INTEREST

Oct 22 – Present

Content Editor

- Distill complex subjects into coherent and easy-to-understand messaging for customer communications
- Create and update instructional content to enable and retain B2B audiences across a variety of channels and formats

### LAY OFF ME

Sep 22 – Present

Writer, Producer, Host

- Source guests, coordinate appearances and conduct interviews
- Write scripts and edit and mix audio
- Concept and execute episodic editorial strategy and manage organic social and community

### GUILD EDUCATION

Jan 18 – Mar 22

Director, Storytelling & Production

- Built and delivered integrated content strategy and storytelling solutions to achieve business goals and elevate Guild's brand
- Partnered with Fortune 500 brands to pitch, onboard, and execute co-branded content
- Built and led a high performing team of creative talent
- Oversaw development and execution of non-fiction story content across all brand channels
- Recipient: Unicorn Award

Senior Manager, Content & Creative

- Built storytelling as a strategic service at rapidly scaling startup providing written and video stories
- Guided the development and evolution of brand standards
- Concepted, pitched, and produced narrative docuseries

Content Marketing Manager

- Led audience analysis, content strategy, and development for nascent B2C blog, email, and organic social
- Wrote and produced timely, relevant and compelling content to increase engagement and drive conversion
- Interviewed customers and wrote and edited customer testimonial content for print and video

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## WORK EXPERIENCE - CONT'D

### CHARTER COMMUNICATIONS

Jan 17 – Dec 17

Content Developer

- Transformed technical information into easy to understand content to enable sales and retention teams
- Partnered with executive leadership to visually render complex messaging and design presentations
- Provided design, video editing, and photography creative services to internal content teams
- Recipient: Star Performer Award

### CRAFTSY (ACQUIRED BY NBC)

Apr 15 – Sep 16

Content Editor

- Interviewed subject matter experts and wrote branded, B2C instructional content across multiple channels in a broad range of disciplines (video scripts, blog posts, social posts)
- Wrote SEO optimized sell-page copy to increase organic traffic and improve conversion
- Managed multiple initiatives in fast-paced, deadline-driven environment
- Built and facilitated training on fostering effective partnerships with SMEs

### ART INSTITUTE (EDMC)

Jan 08 – Apr 15

Teaching Faculty

- Designed, wrote and facilitated instructional content that educated and enabled audiences in technical hardware and software applications
- Developed and deployed assessment metrics to measure program outcomes and content performance
- Built data-driven solutions to address deficiencies in program performance and improve outcomes for students
- Wrote grant proposals to prospective funding organizations earning 25K in revenue for personal projects
- Built and facilitated faculty training programs and mentored new team members
- Honored Candidate, Excellence in Teaching; Recipient: Emerging Documentary Photographer Fellowship

### GUTHRIE THEATER

Jan 05 - Sep 05

Associate Director, Corporate Giving

- Wrote communications and sponsorship proposals targeting and converting business (B2B) prospects driving over 500K in annual revenue
- Owned retention communications and renewal strategy for current donors
- Designed and managed co-branded event marketing strategy in partnership with Fortune 500 donors

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## EDUCATION

**MASTER OF SCIENCE, JOURNALISM** | Boston University

**BACHELOR OF ARTS, STUDIO ART** | University of Minnesota

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## PROFESSIONAL DEVELOPMENT

**SOCIAL MEDIA MARKETING, CERTIFICATE** | eCornell | 2022

**BRAND MANAGEMENT, CERTIFICATE** | eCornell | 2021

**SEO FUNDAMENTALS, CERTIFICATE** | Coursera | 2016