

# KJ Osborne

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## User Experience (UX) Designer & Digital Content Manager

**Writing & Broadcast • Presentation & Training • Customer Satisfaction • Front-End Web**

Creative and curious quality assurance specialist with an eye for continuity and detail. Award-winning and advanced skills in front-end web development, writing and editing, public speaking, and customer service. Driven by empathy for the user to consistently discover and deliver what they need, creating happy, loyal customers.

## COMPETENCIES

### CORE

- Active listening and targeted question-asking; critical thinking and creative problem-solving
- Strong written and verbal communication skills; mastery of short, concise copy
- Attention to detail; editing and proofing for clarity, readability, voice, continuity, compliance
- Training and public speaking
- Learning new skills

### WEB

- Content management, SEO (Search Engine Optimization)
- Content management systems, HTML & CSS; experience with JavaScript, PHP, MySQL
- Usability, accessibility, user interface; user testing, personas, stories
- Privacy, security; copyright, entertainment law
- Microsoft Office suite, Figma, project management tools
- Adobe Audition, Dreamweaver, Photoshop, Illustrator, InDesign

## PROFESSIONAL EXPERIENCE

### **Broadjam, Inc., Madison, WI (Remote)**

*UX Director & Partner Relations, November 2022 – September 2024*

Managed the user experience for global music licensing company, uncovering client needs and challenges and working with the development team to simplify and streamline processes.

- Assessed client-facing website and relevant customer feedback, then delivered enhancements that included updated copy, easier-to-follow instructions, and easier overall site navigation.
- Conducted outreach via creating and delivering licensing opportunity emails and social media ads.
- Worked with industry professionals outside of Broadjam to consistently improve features like web hosting, software partnerships, and voting tools for nationally recognized music organizations.

### **Spectrum Brands, Middleton, WI**

*Digital Content Specialist, December 2020 – June 2022*

Managed websites and marketing emails for global Fortune 500 diversified consumer products and home essentials company; served as final reviewer before publication.

- Ensured error-free deliverables and alignment of brands and trademarks by proofing and editing web and email assets, often identifying and correcting mistakes in already-approved content.
- Updated and maintained non-English content for our Spanish Latin American and French-Canadian sites; adept enough in both languages to recognize and troubleshoot errors.
- Conducted full audits of company websites, experiencing and documenting the user journey; worked with the development team to fix urgent issues and deliver a more accessible, user-friendly, customer-oriented site that improved the online purchase experience.

## **University of Wisconsin–Madison, Madison, WI**

*Digital Marketing Specialist, Division of Continuing Studies, June 2013 – November 2020*

Managed websites for Big 10, globally recognized research institution; writing and editing for web and broadcast; catalog subject matter expert.

- Researched, branded, produced, and launched two major campus sites; tested and assessed the entire user journey, working with database and registration teams to maximize functionality.
- Created multiple sub-sites in the campus template; trained and empowered staff to add and maintain their own content; provided continuous training and mentoring as needed.
- Proofed all outgoing web, email, and print, often saving the division costly reprint charges.
- Served as subject matter marketing expert to maintain content and brand cohesion.
- Devised and implemented new processes that allowed content experts to edit for clarity before writers edited for brand and voice, avoiding returned edits and lost time.
- Wrote and collaborated on multiple radio and TV ads; auditioned and chose talent; coached performers in live directed recording sessions; edited final audio. Ads brought an 11% increase in web traffic and were responsible for 10% of new enrollments.

## **Radio stations across the country including KKLZ Las Vegas, KWOOD Sacramento, WJRZ New Jersey, KCHU Alaska, and WBZU Madison, WI**

*On-air Talent, Copywriter, Audio Production, Promotions and Sales, 1993 – 2007*

- Increased station Arbitron ratings in categories like quarter-hour share (38% increase), total people listening (100% increase), and overall rating in our target demographics (consistently #1 and 2), giving sales teams the numbers they needed to successfully attract advertisers and satisfy stakeholders.
- Charitable involvement included collecting 3X the money and supplies for tornado relief in half the time of our competitors and generating record turnouts and highest-numbers-ever for blood donations, pet adoptions, coat donations, and money drives for local and national organizations.
- Generated press in local, regional, and interstate TV and above-the-fold newspaper placements. Expert at organic marketing via positive 24/7 representation of product and brand.

## **RELATED EXPERIENCE**

### **Pretty Functional Media, South Lake Tahoe, CA**

*Owner*

- Award-winning websites, writing & editing, consulting services, voice acting. Custom songs for private and corporate events.

### **DDB Needham, San Francisco, CA**

*Publicity Coordinator*

- Executed agency events for first- and early-release movies for Fox and Disney Pictures.

## **EDUCATION**

- Graduate Certificate in Front-End Web Development, Harvard Extension, Cambridge, MA
- Bachelor of Arts in Rhetoric & Communications, University of California at Davis, Davis, CA
- Associate of Arts in Digital Art & Design, Madison Media Institute, Madison, WI

## **COMMUNITY SERVICE + AWARDS AND RECOGNITION**

- Volunteer fund-raising event coordinator and website editor for the Madison Area Music Association (MAMA).
- 16 local, national, and industry awards for web design, audio production, promotional materials, and copywriting for radio, video, and web.