

KJ Osborne

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Digital Content Manager and Broadcast Specialist

UX Copywriting • Proofing & Editing • Quality Assurance • Front-End Web

Creative & curious content creator, communicator, and quality assurance manager with an eye for continuity and detail. Award-winning and advanced skills in writing and editing, user experience, front-end web development, and customer/client satisfaction. 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; proofing & editing for accuracy, clarity, readability, continuity, compliance
- Training and public speaking
- Learning new skills; gaining a deep knowledge of whatever industry I'm serving

WEB

- Content management, SEO, metadata, brand standards
- Content management systems (CMS) including WordPress; HTML & CSS
- Usability, accessibility, user interface; user and A/B testing, content audits; personas, stories
- Privacy, security, copyright, entertainment law, governance
- Microsoft Office suite; Figma; project management tools
- Adobe Audition, Photoshop, InDesign

PROFESSIONAL EXPERIENCE

Radio stations across the country including KWOOD Sacramento, KKLZ Las Vegas, WJRZ New Jersey, KCHU Alaska, WBZU Madison, and KRLT Lake Tahoe

On-Air Talent, Copywriter, Audio Production, Promotions and Sales, 1993 – Current

- Increased station Arbitron ratings in categories like quarter-hour share (38% increase), total people listening (100% increase), and overall rating in our target demos (consistently #1 and 2), giving sales the numbers they needed to successfully woo advertisers and satisfy stakeholders.
- Collected 3X the money and supplies for national disaster relief in half the time of our competitors; generated record turnouts and highest-numbers-ever for non-profits like the Red Cross, Susan G. Komen Foundation, and humane society.
- Generated press in above-the-fold newspaper placements and local, regional, and interstate TV. Expert at organic marketing via positive 24/7 representation of product and brand.

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 by creating/delivering licensing opportunity emails and social media ads.
- Worked with industry professionals outside of Broadjam to consistently improve our offerings like web hosting, software partnerships, and voting tools for national 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; fixed urgent issues and worked with the development team on the rest to 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.

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

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

EDUCATION

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

COMMUNITY SERVICE + AWARDS AND RECOGNITION

- 5 years as 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