

TIA BETHEA

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SUMMARY

Content writer and communications professional with 6+ years of experience creating content, coordinating cross-functional projects, and developing onboarding and training resources across technology, travel, education, and customer experience. Known for making complex information clear, useful, and engaging while balancing audience needs, business goals, and deadlines. Experienced in B2B content, editorial strategy, documentation, workflow improvement, and AI-assisted content creation.

CORE EXPERTISE

Content Writing • Communications • Project Coordination • Onboarding & Training • Documentation • Editorial & Proofreading • Content Strategy • Process Improvement • Cross-Functional Collaboration • Research • Stakeholder Communication • SEO • AI-Assisted Content

PROFESSIONAL EXPERIENCE

Freelance Content Writer & Communications Consultant

Remote | 01/2020–Present

- Produced **75+** blogs, articles, and marketing assets across travel, education, health, and wellness platforms.
- Increased organic visibility **25–35%** through SEO-driven content aligned with audience search intent and client objectives.
- Increased audience engagement **20–25%** through persona-informed messaging, storytelling, and platform-specific content.
- Increased campaign response **15–20%**, contributing to **2 sold-out e-courses and a webinar** through conversion-focused email copy and CTAs.
- Built brand authority through research-driven thought leadership and expert-informed editorial content adapted to distinct voices and audiences.
- Reduced research and ideation time **25–30%** using ChatGPT and Microsoft Copilot while independently writing, editing, and fact-checking the final copy.

Content Manager | People Operations & Recruiting Coordinator — Unbabel

Remote | 09/2021–05/2022

- Reduced content production time **25%** by building reusable templates, content repositories, checklists, and streamlined workflows.
- Delivered **15+ cross-functional projects across 7 time zones**, keeping high-priority initiatives on schedule.
- Produced and edited **50+ B2B blogs, ebooks, case studies, email campaigns, and conversion-focused assets** for a global technology audience.
- Translated complex technology and business concepts into concise, audience-specific messaging using SEO, brand voice, and compelling CTAs.
- Improved content consistency and scalability by standardizing editorial resources, workflows, and documentation across teams.
- Prevented **\$20K+** in projected costs and unnecessary workload by identifying and stopping a low-value initiative before execution.
- Screened **100+ applicants** and developed standardized candidate communications and onboarding resources.

Customer Experience Agent — Rent the Runway

Remote | 10/2024–02/2026

- Maintained **95% CSAT** while supporting **150,000+ active users** in a high-volume remote environment.
- Improved retention **18%**, protecting approximately **\$250K in recurring revenue** through proactive problem-solving and customer-focused communication.
- Reduced resolution time from **48 to 40 hours** and response time **20%** through workflow and communication improvements.

EDUCATION

B.A. Forensic Psychology | Minor in English & Creative Writing, John Jay College of Criminal Justice

Certifications: Conflict & Dispute Resolution • Google Project Management Certificate, In Progress

TOOLS

Google Workspace • Microsoft 365 • ChatGPT • Microsoft Copilot • Canva • Notion • Asana • Trello • Monday.com • Jira • Confluence • Slack • HubSpot • Salesforce • Workday • Zendesk