

# BETTY J. OGBURN

Comms Expert & Creative Brand Storyteller

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A versatile Communications Strategist with 10+ years of experience forging media partnerships, seizing PR opportunities, and authoring engaging articles on diverse topics for multisectoral clients.

Blends digital, print, and traditional media expertise to showcase clients via prominent news outlets. Interfaces with technical clients to promote their products & services, and mobilizes creative teams to deliver assets on schedule and in line with precise editorial and visual guidelines.

Seeking the next challenge as a professional who creates immersive content, devises editorial strategy, and enables an organization to achieve their communications objectives.

## Experience

### RJ Communications

4/2024-1/2026. (REMOTE)

#### Account Executive (Freelance)

- Executed PR strategies for a MarComs boutique's healthcare clients, guiding them to embrace influencer marketing for educating the public on diseases, treatments, and preventative techniques, and notably generated 115K views on a cancer awareness campaign targeting women.
- Mobilized creatives to meet rapid deadlines and translated the clients' requirements into clear instructions.
- Authored brochures, fliers, and other text components transmitted via patient portals and email campaigns, distributed to 100K users.
- Proofread & edited 200+ editorial assets, contracts, social media captions, and other resources.
- Composed the communications plan for the US Dept. of Commerce's Minority Business Development Agency, encompassing paid & earned media to promote its MED Week.

### Miller Integrated Marketing

4/2024-4/2025. (REMOTE)

#### Content Creator (Freelance)

- Designed 100+ carousels, reels, static posts, and other multimedia assets to generate engagement and spark thought-provoking online discourse for Mission 34, a nonprofit dedicated to mental health awareness & suicide prevention.

### The Soulhaus™

4/2024-10/2024. (REMOTE)

#### Contributing Writer (Freelance)

- Conceived, pitched, and wrote articles for a lifestyle magazine documenting the modern-day Black creative renaissance.
- Showcased creatives' wardrobes and linked to eCommerce sites where readers can purchase individual pieces in a feature on how plus-sized women express themselves through affordably priced, vibrant, eclectic clothing.
- Covered New York Fashion Week SS25, interviewed iconic designers like Clarence Ruth & Kate Barton, and wrote an overview of the various shows and selected favorite looks by each brand.

### Media Minefield

10/2022-7/2023. MINNEAPOLIS

#### Media Coach & Publicist

- Wrote 10+ articles and thought leadership pieces for financial services executives as a trusted PR & brand strategy advisor.
- Secured coverage with CBS, KNPR, ABC, NBC, and other outlets and built partnerships with journalists & producers.
- Identified mutually beneficial cross-promotion opportunities with clients, journalists, and outlets nationwide, for instance, secured a segment on CBS Minnesota for documentary filmmaker & author Maya Washington to promote educational curricula based on her renowned book "Through the Banks of the Red Cedar."
- Coached financial planners, retirement advisors, and technical stakeholders to communicate charismatically in their media appearances and other public-facing engagements.
- Repurposed segments for social media with thoughtful captions to spark engagement.

### with/sara PR

1/2022-5/2022. (REMOTE)

#### Public Relations Intern

- Showcased POC entrepreneurs & female founders and compiled reports for cosmetic, fashion, and lifestyle brands.
- Assembled media lists and partnered with press contacts & influencers to elevate messaging.
- Submitted client bids & pitches for awards, features, and product placements.
- Examined makeup & outerwear industry trends and conducted competitor analyses to position brands.

### Jane Owen Public Relations

10/2021-12/2021. (REMOTE)

#### Public Relations Intern

- Contributed to PR campaigns by a decorated boutique serving prolific figures & brands in entertainment, luxury goods, and tech.
- Composed press releases, pitches, articles, and promotional content to drive exposure, and achieved a 48% open rate via newsletter campaign pitches and media blasts.
- Contacted the media teams of public figures to pitch services and partnerships.

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## Blisser

6/2021-9/2021. (REMOTE)

### Talent Relations & Marketing Intern

- Operationalized communications and admin for a charitable messaging platform's CTO, streamlined their workflows, and represented them at meetings with clients and talent.

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## MintPrint LLC

2/2021-5/2021. (REMOTE)

### Public Relations & Social Media Intern

- Skyrocketed social media engagement for an advertising and graphic design firm and its diverse clients, produced images & copy for IG and Pinterest, and promoted a publication that raises businesses' profiles.

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## Nifty This

11/2020-9/2021. (REMOTE)

### Social Media Strategy Consultant

- Created, published, and promoted content for an online retail startup's IG and Pinterest, and grew their followers by 60% with relevant posts, sleek carousels & videos, and a community-centric approach.
- Advised the founder and CEO on raising the company's digital profile by incentivizing user-generated content and paid promotion, resulting in a 40% uptick in engagement.

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## The Spanish Ministry of Education/FERE CECA

10/2014-6/2021. MADRID

### English Language & Culture Teaching Assistant

- Instructed English, reading comprehension, and social & natural science to students ages 6-18 and strengthened ties between Spain and North America with cultural programs on entertainment, traditions, and gastronomy.
- Innovated an eLearning curriculum to sustain academic continuity during the pandemic.

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## Education

### Wake Forest University

2014. WINSTON-SALEM

### Bachelor of Arts in Spanish, Minor in International Studies

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## Skills

**Interpersonal:** Leadership | Cross-Cultural Communication | Remote Team Collaboration | Project Management | Public Speaking | Client Service | Media Outreach | Partnership Development | Mentorship & Coaching | Conflict Resolution | C-Suite Advisory | Spanish (Bilingual) | German (Intermediate)

**Expertise:** Strategic PR Plans | Editorial Direction | Brand Storytelling | Research | Journalism | Creative Pitching | Press Releases | Social Media Marketing | Digital Transformation

**Tools:** WordPress | Asana | ClickUp | Canva | Later | Salesforce | Google Analytics | Meta Ads | SharePoint | Muckrack | Cision | Mailchimp | Mailmerge | Microsoft Office (Word, Excel, Outlook)