

# BETH FOUSER ADAMO

---

## PROFESSIONAL EXPERIENCE

### **Freelance Copywriter/Editor/Proofreader/Designer** 2001-present

Created website content, blog, email, newsletters, direct mail, print ads and collateral, retail catalog, and editorial work for the following clients: (add)ventures, ATHN (American Thrombosis and Hemostasis Network), Blackstone Massage Therapy Center, Blue Cross & Blue Shield of Rhode Island, CVS.com, Delta Design Co., Door 12, Embolden Design, Johnson & Wales University, Krieger Specialty Products, Lifespan, National Grid, Rhode Island Eye Institute, Ross-Simons, Safety.com, Sea-Band International, TeacherLists.com, and The Avenue Concept. *Pro bono clients:* East Side Nursery School, Nathan Bishop Middle School Drama Club, The Compassionate Friends of Greater Providence.

### **Copywriter**

*Blue Cross & Blue Shield of Rhode Island, Providence, RI* 2005–2011

Wrote feature articles for *Choices* magazine, which had a circulation of more than 300,000 households and 600,000 members; edited *Provider Update*, a monthly newsletter; wrote and edited various member, provider, and community relations communications, company newsletters, brochures, posters, ads, and website content, as well as internal communications.

### **Copywriter**

*Digitas, San Francisco, CA* 1999–2001

Created concepts and copy for interactive websites, email, direct mail, and collateral for Charles Schwab, Dell, Microsoft, Pottery Barn Kids, Roots of Peace, Williams-Sonoma, and Xerox.

### **Proofreader**

*Highway One, San Francisco, CA* 1997–1999

Ensured accuracy and consistency of print and online work for various Fortune 500 clients, including Bank of America, Hewlett-Packard, Levi's, and Visa.

### **Editor/Proofreader**

*Young & Rubicam/Wunderman Cato Johnson, San Francisco, CA* 1997

Maintained accuracy and quality standards on direct mail and print advertising for Apple, Broderbund, Chevron, Macromedia, Nationwide, Novell, and Tektronix.

## RELATED EXPERIENCE

### **Executive Director, Parent Committee**

*Nathan Bishop Middle School Drama Club, Providence, RI*

Coordinated volunteer group for fundraising and production-related needs to ensure program success.

### **Project Manager, ACSAA Slide Project**

*The University of Michigan, Department of Art History, Ann Arbor, MI*

### **Teaching Assistant**

*University of Victoria, Victoria, British Columbia*

Taught weekly discussion class for History of World Art survey course; lectured, developed, and graded writing assignments and slide exams.

## EDUCATION

Master of Art, History of Art, University of Victoria, BC, Canada

Bachelor of Art, History of Art, The University of Michigan, Ann Arbor, MI

## LANGUAGES

Spoken and written to varying competency levels: Thai, Spanish, French, and Japanese.

## OTHER DISTINCTION

Hermes Creative Awards: Winner of Hermes Platinum Award for Writing, July 2010, for the article "Picking Up the Pieces," *Choices* magazine, Fall 2009.

Author, *The Lord of the Golden Tower: King Prasat Thong and the Building of Wat Chaiwatthanaram*, White Lotus, Co., Bangkok, 1996 (originally written as MA thesis).

Contributor to the Huffington Post: "[Grief and Bernie Sanders: A Personal Revelation About a Political Revolution](#)", April 2016.

# BETH FOUSER ADAMO

---

## *Portfolio Of Online Work*

[www.bethadamo.com](http://www.bethadamo.com)

Designed and built entire site, including all content writing.

[www.tcfprovidence.com](http://www.tcfprovidence.com)

Designed and built entire site, including all content writing.

[www.bcbsri.com](http://www.bcbsri.com)

Content development for redesigned site launched in 2012.

[www.eastsidenurseryschool.org](http://www.eastsidenurseryschool.org)

Concept development and project management for site redesign, including content writing, selection of photos, site architecture design, and functionality.

[www.thevenueconcept.com/blog/](http://www.thevenueconcept.com/blog/)

Wrote feature articles on artists for the blog.

[www.krigerproducts.com](http://www.krigerproducts.com)

Created promotional content for home page, 2017.

[www.yubecube.com](http://www.yubecube.com)

Original content creation for redesigned site, including product descriptions.

[www.cvs.com](http://www.cvs.com)

Created concepts and copy for holiday promotional banners and featured product pages.

[www.safety.com](http://www.safety.com)

Wrote over 40 articles on various safety topics for launch of site in October 2004.

[www.carbs.com](http://www.carbs.com)

Wrote several articles on health-related topics for launch of new site.

[www.blackstonemassage.com](http://www.blackstonemassage.com)

Created design concept, wrote content for launch of new site; performed site updates as needed.

[www.rootsofpeace.org](http://www.rootsofpeace.org)

Wrote all original content and edited third-party content for this non-profit's website.

[www.williams-sonoma.com](http://www.williams-sonoma.com)

Wrote new copy for redesigned customer account section of site.

[www.potterybarnkids.com](http://www.potterybarnkids.com)

Member of concept team for new online Gift Registry; created animated poems.

[www.schwab.com](http://www.schwab.com)

Created and edited content for variety of sections within schwab.com, including promotional jump pages and banners.

[www.dell.com](http://www.dell.com)

Created content for desktop and laptop product pages, as well as various promotions.

[www.microsoft.com](http://www.microsoft.com)

Member of concept team for online Windows Catalog for launch of Windows XP.