

# BETH FOUSER ADAMO

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## PROFESSIONAL EXPERIENCE

### Freelance Copywriter/Editor/Proofreader/Designer

*Beth Adamo Creative*

2001–Present

Created website content, blogs, emails, social media, newsletters, direct mail, print ads, collateral, and editorial work for the following clients: Asthma & Allergy Physicians of Rhode Island, American Thrombosis and Hemostasis Network (ATHN), Blackstone Massage Therapy Center, Blue Cross & Blue Shield of Rhode Island, Cereal for Dinner, CVS.com, Delta Design Co., ECHOtape, Encompass Communications and Learning, FirstWorks, International Charter School, InvoiceCloud, Johnson & Wales University, Krieger Specialty Products, KVG Communications, KVH Industries Inc., Lifespan, National Grid, Rhode Island Eye Institute, Ross-Simons, Safety.com, Sea-Band International, TeacherLists.com, The Avenue Concept, The Captive Advantage, The Pennfield School. *Pro bono*: East Side Nursery School, Classical High School Theater Company, Nathan Bishop Drama Club, The Compassionate Friends Providence Chapter.

### Copywriter

*Blue Cross & Blue Shield of Rhode Island, Providence, RI*

2005–2011

Wrote feature articles for *Choices* magazine (circulation of more than 300,000 households and 600,000 members); edited monthly newsletter *Provider Update*; wrote and edited various member, provider, and community relations projects, including annual reports, newsletters, brochures, ads, website content, and 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

### Project Manager, ACSAA Slide Project

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

### Teaching Assistant/Research Assistant

*History in Art Department, University of Victoria, Victoria, BC, Canada*

## EDUCATION & LANGUAGES

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

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

Beginning & Intermediate Thai, Southeast Asian Summer Studies Institute, University of Washington, Seattle, WA

- Spoken and written language to varying levels of competency in Spanish, Thai, French, and Japanese

## OTHER DISTINCTIONS

Contributing Author, "Grief and Bernie Sanders: A Personal Revelation About a Political Revolution," *The Huffington Post*, April 2016.

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).