

Marybeth Bordeau

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EXPERIENCE

LHH

Global Product Developer, March 2019 to present

- Developed engaging content and concepted visuals for new and refreshed core products for Talent Development, Career Transition, and Redeployment lines of business.
- Scripted multiple landing page and introductory videos, capitalizing on the available templates and settings to tell varied yet cohesive stories while allowing for easy client customization.
- Created relatable and relevant audience-specific scenarios, role-plays, assessments, articles, vignettes, and microlearning.
- Converted instructor-led training programs to a virtual format while providing an equally effective learner experience.
- Developed new executive-level solutions, attended pilot sessions, and leveraged observations to improve content and maximize learning.
- Researched new content and conducted interviews to gain meaningful insights into target audience and direction of new product design.
- Co-created the Global Product Development Styles and Standards Guide, establishing a baseline set of standards to ensure quality and consistency across all materials.

IPG Mediabrands/Society

Senior Copywriter, May 2016 to March 2019

- Served as lead writer for all Chrysler, Alfa Romeo, and Dodge social media channels.
- Concepted and wrote scripts for multiple large-budget, high-profile productions including That Pacifica Life ft. Kathryn Hahn (27MM impressions, 89K engagements, 8.3MM video views) and Sesame Street's C is for Chrysler, which generated over 225M impressions, 510K engagements, and 27M video views.
- Led creative brainstorms, wrote post copy, client-facing decks, and scripts; pitched to clients and had a consistently successful campaign and concept sell-through rate.
- Worked closely with local and national production companies, including Funny or Die; attended shoots, directed voice-over talent, and provided feedback during post-production, ensuring creative vision was achieved and client expectations were met or exceeded.

Achieve/Forum

Creative Services Director, Mar 2012 to Feb 2015

- Oversaw all aspects of the global Creative Services Department, from day-to-day operations to overall departmental priorities and strategy; Managed worldwide team of 25 fulltime and freelance resources.
- Fostered positive relationships with Sales, Delivery, and Marketing while building third-party relationships with vendors and production houses.
- Wrote and presented various communications to raise organization-wide awareness of new technologies, departmental offerings, service level agreements, processes, and best practices for developing learning solutions.
- Developed and tracked annual budget and monthly department expenditures, including technology requirements.
- Developed enhanced process for content translations, resulting in improved quality and reduced cost; explored new technologies to leverage translation memory, acquired competitive bids, determined ROI, and made recommendations for overall translation strategy.

Achieve/Forum

Manager, Publications/Manager, Global Publications, Jan 1998 to March 2012

- Integrated North American, European and APAC Publications processes to provide centralized, global support, increasing efficiencies and ensuring consistency of all content.
- Led and motivated team through organizational change while developing cohesiveness across remote staff.
- Scoped, scheduled, and tracked all editing, graphic design, and web design requests to determine timing, specifications, cost, and resource requirements.
- Established project request and tracking system, pinpointed where department fell in the sales process, and provided ability to anticipate work and staff up as necessary.
- Identified inconsistencies across standard product library of content and brand, developed and project managed plan for process improvement; resulted in reduced cost, 20% increased efficiency, and CEO's Corporate Excellence Award.
- Served as lead editor on 7 competitive RFPs, which yielded \$5M of revenue.

Editor, Dec 1995 to Dec 1998

- Edited course materials, marketing materials, and websites.
- Worked closely with internal clients and external Fortune 500 clients.
- Managed editing, design, and all aspects of production for multimillion-dollar project.

AWARDS AND SPECIAL RECOGNITION

- Chairman's Award in recognition of outstanding project excellence and exemplary commitment
- CEO's Corporate Excellence Award winner (multiple years)
- CEO's Project Excellence winner

EDUCATION

University of Massachusetts, Amherst
Bachelor of Arts, English Literature

CONTINUING EDUCATION

Boston Center for Adult Education, Creative Writing

Gotham Writer's Workshop, New York, New York

- Creative Writing
- Children's Literature I
- Children's Literature II

Robert McKee's Story Seminar, Los Angeles

University of California, Los Angeles, Certificate,
Feature Film Writing

Writer's Digest University, Personal Essays