



TEMPY OSBORNE

Digital Communications • Strategy
• Content Management

Portfolio 2026

About Tempy



I am a Digital Content Manager crafting thoughtful content strategies and web communications in Brussels

With a strong background in art, design and sustainability, I understand the importance of visual storytelling and shaping content to make complex ideas clear and coherent across all platforms and touchpoints. My experience is in delivering content in both B2B and B2C spaces. Research is my superpower.

Core Expertise and Tools:

- Content strategy & editorial planning
- Brand positioning & messaging
- Digital ecosystem understanding
- Cross-team collaboration



Wordpres
s



GA4



Mailchimp



Slack

(See full stack on tempyosborne.com)

Case Studies

Building a Credible Digital Presence for a New IT MSP

The Challenge:

A newly established MSP with deep technical expertise but zero brand presence. They were invisible to enterprise clients in banking, oil & gas and maritime—sectors that demand credibility before a conversation starts.

My Role:

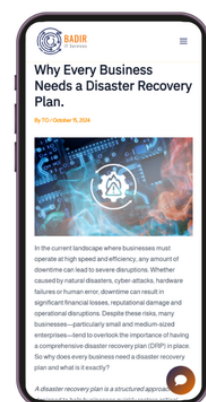
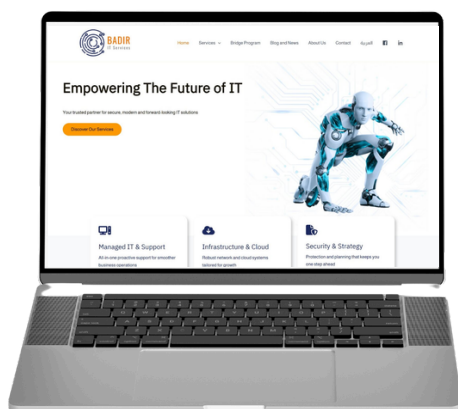
Bridged the gap between engineers and leadership to build a digital ecosystem from scratch. This meant learning the IT landscape quickly, translating complex infrastructure into client-facing language, and pivoting as understanding deepened.

The Solution:

- Brand identity + website rebuild
- Blog structure to demonstrate expertise
- Sales collateral (presentations, proposals, bids)

The Result:

Transformed the business from word-of-mouth reliance to a scalable acquisition model. Enabled credible outreach to regulated, high-trust industries.



(See full case study on tempyosborne.com)

Building and Managing an Independent E-commerce Brand

The Challenge:

I created an ethical accessories brand operating solo in a competitive e-commerce environment. With no dedicated team, the business needed a digital presence that could build trust and convert across two distinct audiences: direct customers and retail buyers.

The Solution:

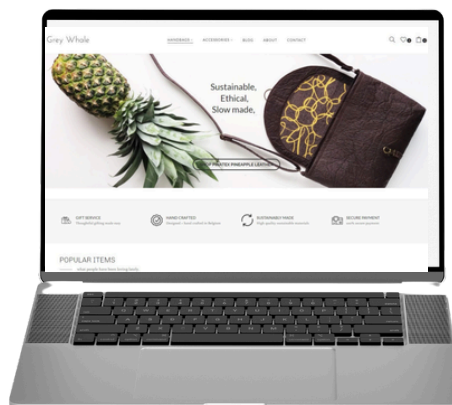
- Built and maintained the WordPress/Woocommerce-website
- Wrote product, adapting between consumer warmth and retail precision
- Produced and edited product photography and social imagery
- Utilised email marketing to align campaigns with sales data, launches and seasonality
- Created product lookbooks and catalogues specifically for wholesale outreach
- Used Google Analytics to track page performance, product interest and drop-off points, feeding insights back into content and messaging adjustments

My Role:

Acted as the full digital operation: content, technical, creative, and strategy. Managed every aspect of the brand's online presence independently for six years, balancing the storytelling needs of B2C consumers with the commercial expectations of B2B buyers.

The Result:

Sustained and grew an independent e-commerce brand over six years through consistent digital execution. Established a trustworthy online presence that supported both direct-to-consumer sales and meaningful retailer relationships. Turned analytics into action, using data to improve product visibility and inform commercial decisions.



Writing + Content Structure Samples

Blogging

Why Every Business Needs a Disaster Recovery Plan.

By TO / October 15, 2024



In the current landscape where businesses must operate at high speed and efficiency, any amount of downtime can lead to severe disruptions. Whether caused by natural disasters, cyber-attacks, hardware failures or human error, downtime can result in significant financial losses, reputational damage and operational disruptions. Despite these risks, many businesses—particularly small and medium-sized enterprises—tend to overlook the importance of having a comprehensive disaster recovery plan (DRP) in place. So why does every business need a disaster recovery plan and what is it exactly?

A disaster recovery plan is a structured approach designed to help businesses quickly restore critical systems and operations following a disruption. It outlines the processes, responsibilities, and strategies necessary to recover from unexpected events, ensuring that business operations can continue with minimal downtime. For businesses of all sizes, a DRP is essential to protect not only their financial assets but also their data and reputation.

The true cost of downtime is often underestimated.


Why Every Business Needs a Disaster Recovery Plan

Blog Article – Badir IT Services

A mid-length blog article written to help business owners understand the operational and financial risks of inadequate disaster recovery planning. The piece translates technical IT resilience concepts into actionable guidance for non-technical decision-makers, balancing strategic insight with practical implementation.

Editorial


Holly Pereira – artist, muralist and illustrator
• DUBLIN, IRELAND • 1990/2002 • ILLUSTRATION, MURAL, VIDEO ART



Holly Pereira is an artist, muralist and illustrator based in DUBLIN, Ireland.

If you are in Ireland you have probably met some of her work in the wild – colour saturated murals with the power to transform an expensive city streetscape. Holly's work is playful, fun and fun, but it's also a lot more than that. It's often political. Pictures of her 'Rope' mural were widely shared in 2018, making it an iconic image of the women's movement for women's rights to bodily autonomy. A mural in Dublin 4 reads 'Woman to Dublin – home of men, high arts and homelessness'. And the documentary 'genecore 2018' features her work as a beautiful and powerful visual aid to the film.

In her interview with *Tempyosborne* and *Art by Culture*, Holly talks about surviving in her own world, creating art in her own way to grow her own business, and the growth that comes with hard work. "Sorry, younger self," she says, "sometimes it just takes time."




BEGINNINGS:
In this section we ask artists to talk about what started them down the road they are on – how did it begin? On *Sonnets and Dirty Dishes*, we want to explore what motivates people to take the leap from dreaming to doing. We ask: Can you tell us what drives you to do what you do?

Holly: I have been practicing as an artist for about twenty years. I have only become truly comfortable in this role in about the last six years. Sometimes I feel regretful about that, but recently I have come to think that this timeline is probably about right, for me at least. It took that long to be able to answer the question, "what do you do?" with "I am an artist."

I always loved drawing and painting and sculpting and designing and I was very young. It was something I was consistently good at, and praised for by my family and friends. I probably grew in skill and confidence because of that.

I studied Sculpture in NCAD in Dublin from 2000 to 2004. The style of art that we were shown at that time was mostly conceptual installation, video, performance, time-based and physical sculpture. It didn't really resonate with me, and I remember feeling out of my depth. In hindsight, if I was even a couple of years older, I might have made more sense. But I enjoyed my time at NCAD, and finished with a degree.

After those college years of making some truly terrible video and performance art (I'm sure you know, no need, I floundered). It was 2004. I didn't have a laptop or video camera to make more video art. So I started painting again. I practiced on a painter for about seven years, with residences and exhibitions in Dublin, London, Berlin and Singapore. My work was slightly turned figurative work about feminism, and social and gender identity. I made little for no money from my work, and usually came out of shows at a financial loss. I still didn't really have a handle on what I wanted to say, or how. I felt like an imposter for a lot of that time.



Holly Pereira painting a mural on a wall in 2018.


I was working in various jobs during that time to pay bills – waitressing, flower painting, teaching, admin. As I neared 30, I realised I didn't want to be working until late in the evening anymore. I said to myself, "I thought I would try my hand at illustration, because I knew a couple of illustrators from NCAD, and they seemed to make at least some money from their work."

"I knew that I would have to nail my style, until it became popular enough, or seen enough, for people to hire me for my own work."

When I started freelancing as an illustrator, money was definitely the motivation. Making a living and being able to pay rent and buy food with your own work is a satisfying thing. I had come from a period of about ten years of making work that had little to no commercial value. While this was creatively very free, and I didn't feel censored in any way, the flip side of that was that I was sometimes overwhelmed by economic reality. To be able to create whatever you want, and make a living from it, with no attention to market value, is a big fish to catch. It seemed out of my reach. Put it another way – in 2015, no one wanted to buy my paintings about periods and body politics.

To be an artist, you have to make a number of sacrifices, or bargains.

To be an artist, you have to make a number of sacrifices, or bargains. If you want to make your own work with no limitations, or have to think about market demands, go for it. But realise that until the world agrees that what you make is good, or fashionable, ultimately settles then you're going to be having two jobs: your real job (and your other job that pays your bills. You do the real job until you don't have to).



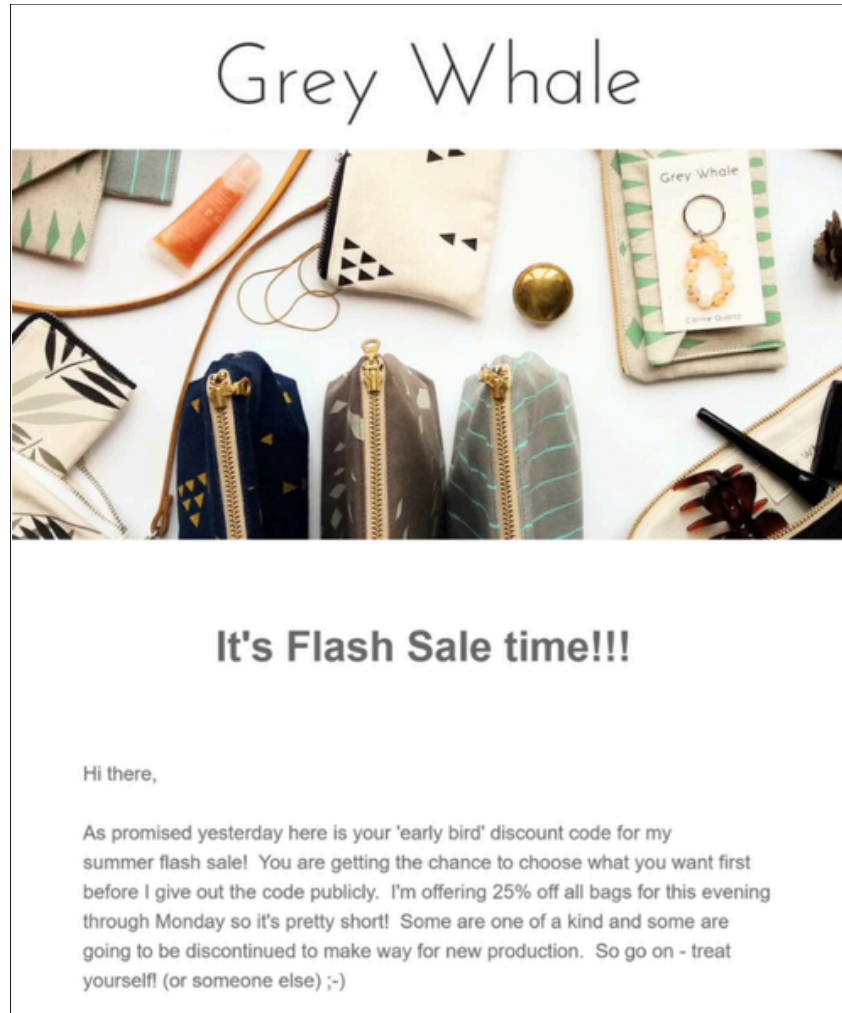
*Illustration and drawing by Holly for *Tempyosborne* magazine, March and May 2020.*

Long-Form Interview Feature

Editorial Structuring & Layout

A long-form interview feature focused on visual hierarchy, pacing and narrative clarity. My role involved structuring the content for readability, refining flow and designing the layout to support engagement. The emphasis was on shaping spoken material into a coherent, visually balanced editorial format.

Newsletters



Brand Email Newsletter

Marketing & Email Copy

An email newsletter I created for a product-based brand, designed to strengthen customer connection while supporting sales objectives. The copy balances brand voice, storytelling, and conversion-focused messaging, demonstrating an understanding of audience engagement and direct-response structure.

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