

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:

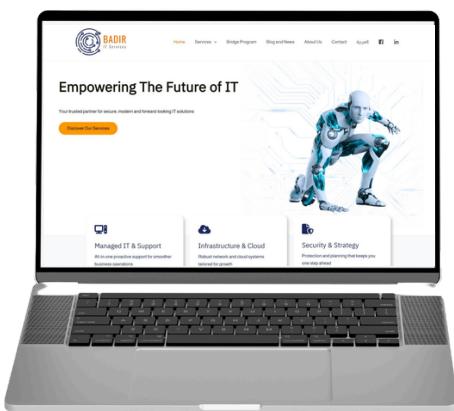
Bridged the gap between engineers and leadership to build a digital ecosystem from scratch. This meant learning the IT landscape quickly, translating complex infrastructure into client-facing language, and pivoting as understanding deepened.

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
A. S. C. A. L. A. B. • 04002022 • Australia: Much, visual art



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

If you are a friend you have probably met some of her work in the wild – nature-themed murals with the power to transform an otherwise drab atmosphere. Holly's work is playful, but always reflecting the viewer in, and it's often political. Pictures of other people's mural work will be shared in this interview. I am not sure if I have the right to use them. I have the rights to Holly's artwork, as I am in Dublin & ready to prove it to Dublin – home or海外, high courts and everywhere. And the opposite: gorgeous 2015 Spanish mural design magazine and the like. Beautiful or word is probably used to say it.

Her interview with Sonora and I in Dublin, Holly talks about balancing in her own work, drawing down on her art to grow in commercial interests, and the grace that comes with time. "Being younger well," she says, "sometimes it just takes time."



After those college years of making some truly terrible videos and performances art (or art that was really not art, no less), I discontinued. It was 2004, I didn't have a laptop or video camera to make any videos art, so I started painting murals. I painted on a piece of about 4x4m, and it was a piece of cardboard. I painted on a piece of about 4x4m, and it was a piece of cardboard. I painted on a piece of about 4x4m, and it was a piece of cardboard. My work was slightly surreal (figurative work about feminism, and racial and gender identity). I made little to-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 impostor for a lot of that time.



I started Sculpture in NCAD in Dublin from 2006 to 2008. 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 were even a couple of years older, it might have made more sense, but I enjoyed my time at NCAD, and finished with a degree.

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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 rewarding 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 stagnant in any way, the flip side of that was that I had to constantly prove myself to the market. I had to be able to create whatever you want, and make a living from it, with no attention to market value, is a big task to catch. It seemed out of my reach. But if another way – in 2010, 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 how to think about market demands, go for it. But make sure that the person agrees that what you want to go for is feasible, otherwise, when you're going to be having to take your next job (and), send your other job that pays your bills. You do the two jobs until you don't have to.



Illustration and writing by Holly for [Tempo Magazine](#), March 2022

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

Grey Whale



It's Flash Sale time!!!

Hi there,

As promised yesterday here is your 'early bird' discount code for my summer flash sale! You are getting the chance to choose what you want first before I give out the code publicly. I'm offering 25% off all bags for this evening through Monday so it's pretty short! Some are one of a kind and some are going to be discontinued to make way for new production. So go on - treat yourself! (or someone else) ;-)

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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