

Giving “Creative” a Whole New Meaning

Tara Osborne ('09)

By Megan Selby

Since graduating in 2009, Tara Osborne has used education, experiences, and passions gained at Wittenberg to fuel her career and hobbies. Osborne was a Communication major with a Journalism minor. She kept herself busy on campus by playing on the women's soccer and track and field team. Osborne was also the advertising manager for The Torch and a member of Sigma Kappa.

Osborne is currently based in Denver, Colorado where she works for Creative Circle. She oversees business development in Nevada and Utah which has her frequently traveling to Las Vegas and Salt Lake City. Osborne describes Creative Circle as, “A digital and creative staffing agency – representing and placing highly skilled freelance and full-time candidates. Clients of all sizes trust us to help them with even the most challenging hiring needs.” Her passion for soccer drives her to continue to be active in the soccer community as a club team coach in Denver.

After college, Osborne knew that marketing and advertising was the path she wanted to take. Osborne says, “being a nerd for all things digital, data, and media I went after Digital focused roles.” For a few years after graduation, she worked at The Cincinnati Enquirer. Then, she moved to The EW Scripps Company as a Digital Strategist. Before Creative Circle, she was the National Programmatic Manager at Frankly Media. Osborne says transitioning to her current role was natural. She was ready for a change. She says, “What drives me most is the desire to help people. I really enjoy just making the perfect match with a client and candidate.”

Osborne notes that her study of communication at Wittenberg is used every day in her career. Her role is mostly sales based which means she is constantly communicating when dealing with negotiations and client issues. Osborne claims being a communication major helped her deeply understand how to communicate with others. She says, “I feel that my background at Witt taught me how to listen and observe things like someone's nonverbals and to mirror their energy.”

Osborne notes that she feels her greatest impact since graduation has been coaching soccer. Until playing at Wittenberg, she never had female coaches prior in her career. Having this female leadership at Wittenberg inspired her to be a coach and advocate for women coaching in communities.