

VERSATILE COMMUNICATOR FOR PRINT AND NEW MEDIA
with extensive experience in journalism, Web content, marketing
communications, technical writing, editing, and publications management

SOFTWARE & SKILLS

- ◆ Framemaker, InDesign, Pagemaker, Quark, Photoshop, Acrobat, HTML (hand-code, Dreamweaver), CSS, JavaScript, Web XML, most office and productivity programs
- ◆ Editing and proofreading, layout and design, photography
- ◆ Web site usability and accessibility for the disabled

EDITORIAL EMPLOYMENT

Writer and editor, IBM, Austin. 2003-present.

Write headlines for the IBM homepage and copy for other ibm.com pages and documents; edited IBM Redbooks. Won a Bravo Award for work in launching my division's marketing initiative.

Writer, editor, and project manager, Austin. 2000-2003.

Clients include:

- ◆ **LANWrights**: project management, AOL course writing, editing of Gateway Computers books
- ◆ **Community Media**: series of profiles about Austin and Houston businesses
- ◆ **Knowbility**: direct-mail fundraising package (writing, layout) for Internet-accessibility group

Content Director and Managing Editor, MaterialNetwork.com, Austin. 2000.

Supervised all online content (industry news, B2B transactions, site re-design), writing and production staff, and usability issues for industry/e-commerce Web site. Built news department, negotiated content contracts, and coordinated new-product development with programmers.

Projects Editor, pennNET Inc., San Mateo and Houston. 1999-2000.

Created editorial projects (developed industry e-mail newsletters and trained editors to produce them, oversaw editorial side of content management system conversion to Vignette); contributed to project development; rated individual magazine Web sites for usability; and put out fires daily.

Editorial and publications consultant, Austin and Dallas. 1997-99 (also 1991-95, 1983-89).

- ◆ Ad and brochure **copy** for businesses of all sizes
- ◆ **Articles** and reviews for newspapers, magazines, and Web publications
- ◆ Copy **editing** (straight editorial and specialty fields)
- ◆ Editorial **project management** (supervising staff and production)
- ◆ **Layout** (Framemaker, Pagemaker, Quark)
- ◆ **Technical** writing and editing (software, hardware, and industrial and consumer products)
- ◆ **Web sites** (content, usability and basic coding)

Publications Manager, Active Paper / Activerse Inc., Austin. 1995-97.

Managed Web site and created publications (ads, marketing materials, user docs) for growing software company. Oversaw MarCom transition during acquisition.

Senior Editorial Associate, Young Presidents Organization, Dallas. 1989-91.

Wrote and edited bimonthly four-color magazine, on-site daily conference newspapers, annual reports and other award-winning collateral for international executives' organization.

TECHNICAL BREAKOUT

Editorial Project Manager (contract) - **LANWrights**, Austin. 2002-2004
(Network-oriented writing, training, and consulting)

Managed publication of *Get Started with Your Computer* (Windows XP) for Gateway Computers, from draft stage to printer page checks. Provided backup editing, management, rewriting, and Photoshop work for other books in the Gateway series.

Technical Writer (contract) - **Motion Computing**, Austin. 2002
(WindowsXP-based Tablet PC manufacturer)

Created documentation for launch of pen-based Tablet PCs. Worked in Framemaker, InDesign, Pagemaker, Photoshop, Acrobat, and the Microsoft Production Toolset to produce:

- Online User Guide
- Printed peripherals documentation and placemat
- Windows Help and Support Center customized content

Projects Editor - **pennNET**, Houston and San Mateo. 1999 - 2000

(Online division of PennWell, publisher of *Oil & Gas Journal* and *Solid State Technology*.)

Launched new content management system, e-newsletters and other projects; wrote:

- User Guide: pennNET content management system (Vignette-based)
- Editors' Guide for creating pennNET e-newsletters

Technical Editor (contract) - **IT Masters**, Austin. 1998 - 1999

(Network integration products, training, and professional services.)

Wrote, edited, and managed production of tech docs for the company and its clients:

- User Guide: BEST/1 for HP OpenView ITO (BMC) (edited)
- User Guide: connectTEC for MAX/Enterprise (BMC) (edited)
- User Guide: Netfinity Manager Plus for Tivoli (IBM) (edited)
- User Guide: MasterCell Installation Guide (IT Masters) (wrote)

Director of Marketing & Communications - **Active Paper**, Austin. 1995 - 1997

(E-mail and browser software for first-generation handhelds.)

Managed all documentation, including tech docs:

- Presto!Links Reviewers' Guide (wrote) and Presto!Links User Guide (rewrote)
- Presto!Mail User Guide (edited)
- User Guide: Presto!Mail & Presto!Links (updated for General Magic after acquisition)

Technical editor (contract), **EDS** and subsidiaries, Dallas. 1993

Edited series of technical proposals for government and private clients.

Writer (contract), **Media Matrix**, Dallas. 1992

- Alcon: Series 20000 Training Video/Handbook
- Trane: XV1800 Instruction Booklet

EDUCATION

SOUTHERN METHODIST UNIVERSITY, Dallas.

BFA, Communications; MBA coursework (marketing, finance)

STEPHENS COLLEGE, Columbia, Missouri.