

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

SKILLS & SOFTWARE

- ◆ Writing, editing, proofreading
- ◆ Layout, design, photography
- ◆ Framemaker, InDesign, Pagemaker, Quark, Photoshop, Acrobat, HTML (hand-code, Dreamweaver), CSS, JavaScript, Web XML, most office and productivity programs

EDITORIAL EMPLOYMENT

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

Write for the IBM homepage and edit ibm.com/smarterplanet; write marketing collateral and 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 interdepartmental editorial projects (developed industry e-mail newsletters and trained editors to produce them, oversaw editorial side of content management system conversion to Vignette); actively contributed to project development; gauged individual magazine Web sites for usability; and put out daily fires along the development path.

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.