

## SUMMARY

Creative, tech-savvy writer and editor with a proven strength in online help systems, technical books and articles, and system administration/installation guides. Demonstrated ability to analyze content needs and to research, write, and produce quality copy even under impossible deadlines. Natural leader with an emphasis on team-building and collaboration. Works best in organizations committed to efficiency, invention, and humans.

## EXPERIENCE

### WORD WRANGLER \* DIGITAL NOMAD

1993 to Present

Freelance writing, editing, speaking, and producing. (Client list and clips at <http://wordwrangler.net>.)

- **Intel**— Ghostwriter for Intel strategists and executives. Technology journalist covering .NET, wireless/mobility, and security beat for Intel Developer Services Web site. Primary audience: developers, software architects, and CXOs.
- **Itron/Silicon Energy**—Jill-of-all-trades technical writer (see below).
- **Affidia Systems**—Created quick reference guides and a context-sensitive online help system for a Web-based application. Developed online help template. Wrote copy for sales brochures and Web site.
- **TechTV**—Executive Editor of technology book series in partnership with QUE Publishing. Write and produce how-to articles and TV segments since 1999. Managed two Web sites (see below).
- **mWired**—Developed, wrote, and produced context-sensitive online help system for ITOrganize software, including template design.
- **TechSoup.org**—Developed three-phase plan for community launch; produced marketing collateral and guerilla marketing materials and schedule.
- **Oxygen Media**—Wrote internal user manual for dynamic Web publishing tool; HTML cheat sheet; procedures. Managed 12 Web sites (see below).
- **Wedding Bells**—Contributing editor and feature writer for consumer-oriented national magazine.
- **IDG/TipWorld**—Initiated editorial calendar for paid subscription-based newsletter; wrote and edited weekly "for Dummies" articles for two years.
- **Writergrrrls**—Founded and manage 400+ member professional writer's community.
- **Digital Eve**—Co-leader of Los Angeles chapter of international organization for women in digital media.
- **Teacher/Speaker**—PeopleSoft, Media Alliance, Editcetera, Women in Convergence 2000, Webgrrrls, Stacey's Professional Bookstore, Online Content Conference/Internet Content West, Pacific Northwest Bookfest, Digital Eve Los Angeles.

### ITRON/SILICON ENERGY: Energy-management software for enterprises

2001 to Present

#### *Contract Technical Writer*

- Researched, wrote, and produced technical documentation:
  - Installation guides to help system engineers and database administrators deploy products enterprise-wide, for client machines, servers, and gateways.
  - Quick Reference Guides for end users and administrators.
  - Series of training manuals for internal and external customers.
  - Administrators' guides for customized energy-management system and interfaces created for Xcel Energy.
  - Online help and print guides for end users.

- Ensured consistency by designing and building templates in FrameMaker, Quark Xpress, and Word.
- Recognized (and requested) by engineers for ability to grasp new concepts quickly and document them accurately.

**OXYGEN.COM:** On-air and online network for women **1999 to 2000**  
**Senior Web Producer, TV Sites**

Managed convergence, editorial, technology, graphics, video, audio, promotions, and community for 12 sites.

- Developed front-end and functionality specifications, site diagrams, and production and launch schedules for a newbie-oriented, dynamic Web publishing tool.
- Increased monthly traffic to half a million pageviews within four months of launch in an environment of limited resources and shifting priorities.
- Adapted workflow processes to increase efficiency by 25%, allowing focus to shift from routine tasks to content and system development.
- Incorporated Oxygen's online community into on-air programming by evangelizing the benefits, demonstrating methods, and inspiring TV producers.
- Quadrupled the rate of message board postings and enlisted Candice Bergen's involvement with her show's site by creating "Ask Candice."
- Broadened employees' skill sets and made it possible to publish TV sites by training and supervising a "Web Corps" of 15 TV staffers who had no previous Web experience.
- Wrote user guides and conducted training sessions for software, hardware, Web writing/editing, and microcontent.
- Appeared on air for Inhale and Pajama Party television shows.

**TECHTV:** Cable channel and Web site dedicated to technology & digital lifestyle **1999**  
**Web Producer, Help Sites**

Managed the two most active and popular sites on the TechTV network, Call for Help and The Screen Savers.

- Tripled traffic to sites in seven months, capturing 30% of TechTV's total page views.
- Secured \$18,000 sponsorship in 20 minutes with a proposal for a new content section that reached a previously untapped market niche.
- Reduced costs, eliminated 16 hours of in-house overtime per week, and retained a valued employee by implementing an outsourcing strategy.
- Stabilized team that historically suffered from 30% vacancy and rapid turnover by restructuring department.
- Managed redesigns, new content hubs, promotional events, and newsletter development, resulting in increased traffic, community participation, and subscriptions.
- Wrote documentation and led workshops in Web writing and editing.
- Produced and hosted daily five-minute I-radio show and occasional TV segments.
- Managed small staff and nine freelancers.

**COPYEDITOR & PRODUCTION MANAGER IN LAW PUBLISHING** **1993 to 1996**

- Matthew Bender & Co. (1994-1996)
- Barclays Law Publishers (1993-1994)

**GHOSTWRITER/RESEARCH ASSISTANT** **1991 to 1993**

Professor Iliana Underwood, Ph.D., author of Octavio Paz and the Language of Poetry: A Psycholinguistic Approach and other works

## **EDUCATION**

### **B.A., English/Creative Writing with Minor in History**

University of California at Davis

### **Professional Development**

U.C. Berkeley, Int'l Assoc. of Business Communicators, American Society of Journalists & Authors, National Writers Union, San Francisco Women on the Web, Media Alliance, Writergrrls, Voice One Voiceover Workshops, BrainWiring, mal|content, Internet World, Fred Pryor Seminars

## **SOFTWARE AND LANGUAGES**

- FrameMaker, RoboHELP, Acrobat, Quark XPress
- HTML, XML
- Word, Excel, Filemaker, PowerPoint
- Vignette StoryServer (various installations), proprietary content management systems
- BBEdit, Dreamweaver, Homesite, Claris Home Page, XML Spy
- PhotoShop, SnagIt, ImageReady, Fireworks, GraphicsConverter
- Eudora, Outlook, Lotus Notes
- Inspiration, Visio
- Windows (98/2000), Mac (10.2 and all previous versions)
- Internet Explorer, Mozilla, Safari, Netscape Navigator, Opera, iCab
- Instant messaging applications
- Netcams, iVisit, RealProducer