

## PROFILE

I am a content specialist with over 14 years of information design and development. I have been an effective team participant and leader skilled in communicating concepts and gaining support for new ideas. I am recognized for being a customer advocate with commitment to usability and engaging an audience.

- Self-motivated, enthusiastic, and passionate self-starter
- Solid writing and communication skills
- Excellent researching and interviewing skills
- Experience working in a cross-functional environment with multinational teams
- Specific experience with web development and social media strategy and implementation
- Speak English and French
- Quick learner eager for new professional challenges

---

## COMPETENCIES

- Analytical
- Creative
- Collaborative
- Date-driven
- Goal-oriented
- Professional
- Self-starter
- Technically literate

## VALUES

- Authenticity
- Collaboration
- Creativity
- Curiosity
- Entrepreneurship
- Quality
- Professionalism
- Results

---

## FREELANCE WRITER, PUBLISHER, WEB CONSULTANT

MAY 2008 - PRESENT

9068Creative.com

### ONLINE COMMUNITY MAGAZINE AND LOCAL TOURIST MAP

HealdsburgMagazine.com, HealdsburgMap.com

Founder and publisher of an online community magazine. Published original content (95 entries including five feature articles), aggregated other local blogs, added community forums, and integrated social media and new media into the site.

- Created a shopping, dining, strolling guide (a map) of local businesses for the local luxury hotel. Won 54 paying advertisers. Published and distributed 10,000 copies within four months. Planned 20,000 distribution for 2<sup>nd</sup> edition.
- Created a Facebook group for community members to connect. Group organically grew to over 700 local members.
- Established the map and magazine as a profitable business and sold the project in September 2009.

### CONTENT MIGRATION AND DEVELOPMENT

Intuit, Mountain View, CA

Migrated and updated Intuit's HR department intranet content. Researched and planned the content migration process for 25 Intuit work sites. Created new content when necessary.

- Created information framework in Sharepoint for Intuit's geographically diverse work sites including the targeting content for local, global, and group audiences.
- Trained over 30 people from multiple sites on how to access and create data in the new system.

### INTERACTIVE ONLINE PRESENCES, BLOG IMPLEMENTATION AND COACHING

JohnTylerWines.com, ClimbingandRunning.com, DilithiumVideo.com

- Consult owner/operators of California winery to create and manage their online presence and to generate sales through their website. Coach on personal brand and voice. Created visual identity and social media strategy. Drove website development with integrated social media components. After one year, their social metrics include over 2000 social connections in Facebook, Twitter, and Wine 2.0 community. Developed a matrix to track effectiveness of social media efforts. Their direct sales have increased tenfold.
- Consult client to create a personal, socially-integrated, blog site: ClimbingAndRunning.com. Produced website. Coached on personal brand and voice.
- Consulted and coached executives of mobile video company to create a site to demonstrate thought leadership in converged mobile video and start to engage global conversation in their industry. Designed site architecture and drove site creation.

### OPTIMIZED CONTENT CREATION

DilithiumNetworks.com, FitchMountainLookout.com, HealdsburgBungalow.com

- Performed SEO analysis and 14-page report for DilithiumNetworks.com. Implemented most recommendations. Company saw 61% of keyword phrases improve in Google and in increase in unique page visits within 90 days of implementations.

**INFORMATION ARCHITECT & WEB USER INTERFACE**

**MARCH 2007 TO MAY 2008**

*Dilithium Networks, Petaluma, CA*

Created a user information model, wireframes, and customer information suite for the DTG 3000 Multimedia Gateway.

- Defined a user information model for the DTG 3000 media gateway product. Created wireframes to design the user experience and layout for web user interface. Collaborated with engineering, system experts, the system architect, and testing groups to approve the design.
- Architected the customer information suite for the DTG 3000 media gateway in Author IT and created an innovative, reusable content strategy for the entire documentation suite.
- Trained documentation writers in India how to create content and publish in the reusable content framework

---

**CUSTOMER INFORMATION DEVELOPER/TECHNICAL WRITER**

**JUNE 1996 TO SEPTEMBER 2006**

Turin Networks, Calix Networks, Nortel Networks, Petaluma, CA & Ottawa, Canada

Developed customer documentation and user interfaces. Updated and maintained graphics for user interfaces and documentation. Designed information suites based on audience and task analysis.

- Primary contributor to the development of customer information for: Turin (now Force10) Traverse optical transport platform, Calix C7 access platform, Nortel Passport 7K switch, and Nortel DMS-100 switch
- Received company-wide recognition and congratulations from CEO for initiating the redesign and simplification of the Ethernet user interface design on the Traverse.
- Responsible for preparing and delivering 18,000 pages of documentation for the Nortel Passport 7K switch. Coordinated several writers and tracked the product through its development cycle.
- Initiated project to train writers to research and verify information on the switching product. Led a four-member, multi-site team to create and implement training program.
- Developed a publishing process in FrameMaker to publish consecutive release information for separate releases using the same source files. Used same concepts to re-brand and re-publish the documentation suite of one company for three other companies publishing approximately 15000 pages of content in a week.
- Used simplified English writing rules to simplify complex information and to ensure translation into other languages
- Designed and published content in a variety of formats for multiple distribution channels (soft copy, hard copy, online help)

---

**LONDON SCHOOL OF JOURNALISM**

**MARCH 2010 TO PRESENT**

Freelance and Feature Writing

**BACHELOR OF ARTS: HIGH HONORS IN POLITICAL SCIENCE**

**JUNE 1996**

Carleton University, Ottawa, Ontario, Canada

Thesis topic: Canadian Telecommunications Policy: The Future Role of the Regulator in a New Competitive Environment

**CERTIFICAT DES ETUDES EN FRANÇAIS**

**JANUARY 1992 TO MARCH 1993**

Université de Nancy II, Nancy, France

---

**SOFTWARE APPLICATIONS**

- Sharepoint, Author IT, WordPress
- Adobe products: Photoshop, Illustrator, Audition, FrameMaker, Acrobat, InDesign
- Microsoft Visio and other popular Microsoft applications

**TECHNOLOGIES**

- Proficient with HTML, XML, PHP, and CSS

**COMMUNICATION TECHNOLOGIES**

- ISUP, SS7, SIP, H323
- Ethernet, ATM, IP
- SONET/SDH

**INTERESTES AND ACTIVITIES**

- Languages, communication, and new media
- Kayaking, snowboarding, in-line skating
- Creative non-fiction writing, blogging