

EXPERIENCE

WORD WRANGLER * DIGITAL NOMAD

1993 to Present

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

Selected clients and projects:

- **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.
- **Google**—Created internal wiki for new hire guide, with print-guide-to-PDF option. Trained Google human resources staff to maintain and update the wiki as needed.
- **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.
- **Qwest**—Rewrote *Safety and Loss Prevention Program* manual (321pp) for major telecommunications company based in Denver, CO. The manual is posted on the Qwest intranet and printed for distribution to all field technicians and contractors.
- **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, Editecetera, Women in Convergence 2000, Webgrrrls, Stacey's Professional Bookstore, Online Content Conference/Internet Content West, Pacific Northwest Bookfest, Digital Eve Los Angeles.

ITRON: Energy data management software for utilities and enterprises

2001 to Present

Senior Technical Writer (part-time contractor)

- Researched, wrote, and produced technical documentation:
 - Installation and configuration 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

- HTML, XML, CSS
- FrameMaker, RoboHelp, MadCap Flare, Acrobat Pro
- Word, Excel, Outlook, PowerPoint
- Author-it, Documentum, Vignette StoryServer, several proprietary content management systems
- BBEdit, Dreamweaver, Homesite, Claris Home Page, XML Spy
- PhotoShop, SnagIt, ImageReady, Fireworks, GraphicsConverter
- Eudora, Lotus Notes
- Inspiration, Visio, Quark Xpress
- Windows and Mac
- Internet Explorer, Mozilla, Safari, Netscape Navigator, Opera, iCab
- Instant messaging applications
- Netcams, iVisit, RealProducer