

# *Mister Thorne*

A skilled technical/marketing writer/editor seeks a position with a professional services firm in the San Francisco Bay Area.

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## **Work History**

### **Currently**

**Freelance Writer and Editor:** I'm a freelance writer and editor for lawyers and law firms, educational publishers, ISVs, and ASPs.

- writing and editing law firm marketing materials: brochures, practice area descriptions, Web site copy, significant representations, client alerts, and newsletters;
- writing news stories, magazine articles and executive summaries of legal issues, and editing attorney-authored articles;
- writing, editing, and producing marketing materials for ISVs and ASPs;
- developing and producing end-user documentation (PDF and HTML) and context-sensitive, on-line help systems for ISVs and ASPs;
- writing and editing mathematics items for standardized tests;
- typesetting, especially mathematical and scientific notation, technical art, page layout and design, pre-press, and printing.

### **Nov 2000 – Aug 2002**

**Managing Editor; Webprint:** Webprint was an application service provider for the quick-print market. I was responsible for marketing materials, product documentation, and training materials.

- developed content for Webprint's corporate Web site;
- wrote the company's press releases and created the core marketing message;
- developed the company's press kit;
- designed the company's courseware;
- assisted in development of knowledge base for technical support;
- designed and developed context-sensitive, Web-based help system for core product, and worked with engineering to implement the system;
- developed end-user documentation in PDF and HTML formats.

**May 1998 – Nov 2000**

**Managing Editor; Collabria:** Collabria was an application service provider serving the commercial printing market. I was responsible for all product documentation and training materials.

- developed and maintained tech pubs procedures and style guide;
- hired, supervised, and trained freelance writers and artists;
- managed development of all product documentation and technical guides;
- worked with the team to determine product features and UI;
- developed course and course evaluation materials for instructor-led courses;
- assisted in the design and development of an interactive, Web-based tutorial;
- worked with engineering to develop and maintain functional specifications for complex, e-commerce systems.

**1988 – 1998**

**President; Technical Publishing Services:** TPS developed commercial software for pre-press systems. I started this company from scratch.

- managed the entire marketing effort; created and produced marketing materials: press releases, product brochures, mailings, and trade journal articles and ads;
- managed the development, production, and maintenance of all software and documentation;
- represented the firm at trade shows, conferences, and seminars as well as through speaking engagements and trade journal articles;
- negotiated resale agreements with many leading graphic arts dealers and OEM agreements with equipment manufacturers;
- typeset music and mathematical notation and produced artwork for textbook publishers;
- developed and documented the printing sub-system for *db Trader*, Deutsche Bank's automated transactions processing system;
- developed an on-line system covering the operation of the system for printing transaction confirmations with *db Trader*;
- developed and documented a printing system for the Commodities Group of Crédit Lyonnais;
- converted insurance policies from legalese to plain English;
- produced legal briefs.

**1984 – 1987**

**Senior Editor; Macmillan Publishing Company:** I had primary responsibility for the development of computer-related products for the school division.

- worked with subject-area editors to design and develop courseware to accompany basal programs;
- managed the efforts of ISVs and freelancers;
- trained sales staff and consultants in presenting and supporting computer-related products;
- developed a format that allowed for a large volume of high-quality software to be developed at low cost and with minimal impact on editorial;
- managed the development of a classroom management system;
- managed the development of a computer literacy program, including textbook, activities, and integrated software.

**1980 – 1984**

**Assistant Editor, Mathematics; Merrill Publishing Company:** I started with Merrill as an editorial trainee.

- assisted in the writing, editing, and production of mathematics textbooks and ancillaries;
- developed courseware for a textbook series;
- developed software to automate a variety of editorial and production tasks;
- designed, edited, and produced a text on BASIC programming;
- wrote and produced Teachers Guides and Solutions Manuals.

### **Teaching Experience**

**1986 – 1988**

**Adjunct Professor of Computer Graphics; Pratt Institute**

**1982 – 1983**

**Computer Programming Instructor; Grandview Heights High School**

**1978 – 1980**

**Mathematics Lecturer; Ohio State University**

### **Education**

**1980**

**Bachelor of Science, Mathematics; Ohio State University**