

Kathleen Mattson

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Objective:

I am seeking a position in management or project management with emphasis on project documentation. Excellent communication, organization, and management skills will make me a great addition to your team.

Experience Summary

I have a diverse background—a balanced blend of marketing and technical experience: project management, marketing, programming, all kinds of writing, graphic design, and website maintenance.

Project Management Experience

- 3 years of project management, with projects ranging in budget size from \$650 to \$45,000.
- Solid record of completion within budget and on schedule—closing projects with happy clients.
- Managing team member and vendor resources in multiple geographic locations including application developers, designers, and content providers.
- Handling projects in documentation, web development, web application development, content migration, and implementation of document management systems.
- Catching and managing scope-creep—keeping the client expectations and the project budget in line.
- Of the traditional skills required of a project manager, I am particularly adept at communication and documentation:
 - Turn even a vague problem statement into a detailed project design; then craft careful, thorough documentation of requirements, scope, assumptions, and expectations.
 - Conduct and document meetings, managing client expectations and team-member motivation—effectively shepherding the project through completion.
 - Follow-up and follow-through: treating every completed project as marketing for a future client relationship.
- Creating templates and project management processes for use by project managers in my group.

Other Experience

- **Marketing:** Coordinated print advertising, tradeshow, newsletter, and direct-mail projects. Developed marketing plans, ads, brochures, catalogs, and other sales and marketing collateral. Worked extensively with printers, photographers, and other consultants. Participated in projects to develop distributor and sales support.
- **Technical Writing:** Starting with engineering drawings, technical specifications, engineer interviews, and source code; I created data sheets, technical bulletins, operations manuals, and other technical documents. I am adept at bridging the gap between engineering and marketing—converting engineering jargon to readable narrative for the intended audience. In addition to extensive writing and editing, I also worked with numerous contract writers, artists, photographers, printers, and localization experts to create 8-12 major documents per year.
- **Other Writing:** Served as editor and writer on a broad variety of writing projects, including press releases, articles, presentation scripts, sales materials, newsletters, ad copy, and employee manuals. Wrote quality documentation for ISO-9000 certification and FDA approval.
- **Internet Work:** Designed, coded, and served as Webmaster for several sites. Initiated Internet advertising programs. Designed company extranet for sales force, and managed a large number of web-design projects.
- **Graphics:** Marketing graphics including high-resolution photo manipulation, ad graphics, web banners and website graphics, brochures, video storyboarding, tradeshow signage, and a corporate clipart library.
- **Training:** Conducted training for classes of 8-14 people in software applications and general computer use. Designed and wrote training materials including manuals, presentations, and reference sheets.
- **Programming:** Spent several years as a dBase application developer. Created job costing, inventory, mailing list management, and publication automation applications. I tend to downplay this so I don't end up stuck in IT working on databases!
- **Technical Support:** Provided telephone technical support for hardware and software.

Experience Detail:

Intel Corporation, Hillsboro, Oregon: Project Manager - Sep. 2000 to Sep. 2001, and May 2002 to Jan. 2004

Project Management, Technical Documentation

Pitched and managed projects in EPSD and the Web Publishing division in the IT Flex Services group at Intel, which provides web development and other services to other groups within Intel. My job was to managing all projects under \$50K—including interviewing clients and other stakeholders to gather and document requirements and other project specifications, system and project design, project plans and flow charts, estimating and resource management, chairing project meetings, minding the project budget and schedule, and working closely with developers to direct the projects.

In addition to managing projects, I assisted the group manager in developing and documenting business plans, department processes, and training plans. Participated in project management forums including training and experience in the Carnegie-Mellon CMM quality method.

Planar Systems, Portland, Oregon: Internet Marketing - Mar. 1997 to Sep. 2000

Webmaster, Technical Documentation, Marketing Communications, Graphics

Designed and created a major website for a global company, creating all designs and graphics, and coding the HTML. After launch, I maintained the site serving as Webmaster. This site is available on CD-ROM for your review. In 2000 we hired an offsite company to develop a new site in Lotus Domino.

I also worked extensively on marketing communications projects such as ads, tradeshow signage, and sales-force support. I also served as the technical writer and editor for the entire company, producing an average of ten major documents per year; and managed the company graphics and photography archive.

Self Employed, Tualatin, Oregon: Consultant - Feb. 1992 to Jan. 1994; Dec. 1994 to Mar. 1997

Technical Writing, Website Design

From Feb. 1992 to Jan. 1994 I designed, wrote and edited a quarterly corporate newsletter for a mid-sized manufacturing company. I also created a collateral set for the same company and created other marketing pieces.

From Dec. 1994 to Mar. 1997 I wrote a quality-control application in dBase for a biotech company. I also wrote the FDA GMP (Good Manufacturing Process) documentation for the same company, an employee manual for a finance company, and worked as a ghost writer for several individuals.

GAIA Multimedia, Portland, Oregon: Marketing Manager - May 1994 to Dec. 1994

Marketing Manager

I conducted all marketing efforts for this medical database software company. I managed a demo-disk project, coordinated tradeshow, and created direct-mail campaigns, advertising, press releases, and brochures.

Solidur Pacific, Tualatin, Oregon: Direct Marketing - Jan. 1994 to May 1994

Direct Marketing Manager

For this industrial plastics company, I managed the direct-mail efforts and tracked lead-costs and customer-acquisition costs. I worked with product photographers, created product brochures, and managed one assistant.

GTX Corp, Phoenix, Arizona: Marketing Graphics - Jan. 1989 to Feb. 1992

Graphics, Technical Writer, Marketing

I created all marketing and technical graphics for this company including a clip-art set for the sales force, self-running demo disks, tradeshow presentations, and advertising. I worked on the script, production, post-production, and closed-captioning of an eight-minute corporate video which one a 1992 Telly Award.

Associations

Member of Project Management Institute, the leading nonprofit Project Management professional association.

Education

Working on Business/Management degree at University of Phoenix, Hillsboro, Oregon