

Kathleen Mattson

kathleen@inkdrop.net

16210 NW Spyglass Drive, Beaverton, Oregon 97006

(503) 690-4351

Objective:

I am seeking a position, as a writer, editor, project manager, or manager of a writing group. 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: extensive writing, editing, graphic design, project management, marketing, and even programming.

Writing Experience

- **Technical Writing:** 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.
 - Utilize engineering drawings, technical specifications, engineer interviews, and source code as sources for content.
 - Projects include data sheets, technical bulletins, operations manuals, application notes, and other technical documents.
 - Repurpose technical data for presentation on the web and inclusion in marketing copy.
- **Marketing Writing:** I am adept at bridging the gap between engineering and marketing—converting engineering jargon to readable narrative for the intended audience. Activities included concept, writing, editing, layout, acquiring and managing photo permissions, and print-production. My involvement was often from project concept through distribution.
 - Complete management of 2- and 4-color corporate newsletters.
 - Design, layout, writing, and editing of datasheets, brochures, and direct-mail pieces.
 - Advertising copy for display ads in magazines, newspapers, and the web.
 - Edited and wrote press releases and magazine articles for public relations.
 - Tradeshow signage, presentation scripts, and booth handouts.
- **Other Writing:** In addition to my experience in technical and marketing writing, I have solid experience writing procedure documentation for ISO 9000 and FDA GMP (Good manufacturing Process), processes and department policy guides, employee manuals, and plan documents for marketing and project management.

Other Experience

- **Marketing:** Coordinated print advertising, tradeshows, 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.
- **Project Management:** Projects ranging in budget size from \$650 to \$45,000, completion within budget and on schedule Handling projects in documentation, web development, web application development, content migration, and implementation of document management systems. Conduct and document meetings, managing client expectations and team-member motivation—effectively shepherding the project through completion. Creating templates and project management processes for use by project managers in my group.
- **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**

Managed projects in the EPSD and Web Publishing division in the IT Flex Services group at Intel, which provides web development and other services to other groups within Intel. I was the only experienced writer in the group—which meant that in addition to my job managing projects, I spent a lot of time writing documents such as business and project plans, web maintenance and department management plans, requirements documents, and training guides.

My project management work included interviewing clients to document 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 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.

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 tradeshows, 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.

Education

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

References

Please contact me for references. I will provide contact information for past managers, clients, project resources, and direct-reports.