

Jill Ginsburg

Phoenix, AZ 85020

Editor and Writer

(602) 678-4277

writepro@swlink.net

<http://www.swlink.net/~writepro>

SUMMARY: Educational publishing, teaching, teacher training, and curriculum development experience for grades K-12 and adult programs. Technical writing, editing, and instructional design experience for business and vocational training programs. Enjoy cooperating in the development of concepts and ideas. Fluent Mexican/Latin American Spanish (Arizona bilingual certificate). Two years' professional work experience outside US. Experienced telecommuter.

Experience in Trade and Educational Publishing

ComputerPrep, Internet Publishing Division, Phoenix (post-secondary)

- Write user manual for Web-based testing and assessment application.
- Edit, write, or re-write all materials for a 20-module course in HTML coding and Web page design: basics, forms, tables, frames, style sheets, compliance to HTML 4.0 standard. 1998

The Educational Foundation of the National Restaurant Association (post-secondary)

- Write self-study guide for a college-level course in food service management

National Academic Decathlon/World Book (secondary)

- Research, write, and review materials for the language and literature tests administered in a national secondary academic competition.

National Association of Secondary School Principals (secondary)

- Managing editor, national monthly community service magazine targeted to high school student organizations. Write and solicit articles; collaborate with authors; contract for production, printing, and distribution.
- Produce monographs, conference materials, press releases, newsletters, and catalogs. Freelance for vocational and higher education associations.

Scott, Foresman Company (Division of Pearson Publishing, secondary and adult basic education)

- Write 1800 self-test questions for software component of a three-year high school Spanish-language learning program. Work independently to develop themes and materials; work with editor to obtain review and approval.
- Develop content for an adult basic education reading program, contemporary-themes.

National Textbook Company (primary, secondary, and college)

- Edit English- and Spanish-language literature collections, comprehensive grammars, and K-3 and college dictionaries; proofreading at all levels.
- Write exercises and cultural profiles for *Viva*, a multi-year Spanish-language learning program for grade 2 and higher.

US Bureau of the Census (primary and secondary)

- Write and edit teacher guide and student materials for two demographics learning packages, K-6 and 7-12, distributed to 106,000 US schools, plus press releases on education and issues in contemporary society. Media relations contact for national Census effort.

Educational Management Group (primary)

- Prepare backgrounders and short research reports for use in K-12 classrooms: natural sciences, social sciences, inventions, multicultural topics

Teaching and Curriculum Development

Instructional Design and Curriculum Development

- Develop and teach short introductory computer/word processing course for school employees. *Centro Internacional Mexicano, Guadalajara*
- Write content and script for 10-hour invitational seminar designed to demonstrate computing applications to local business owners; *Apple/Macintosh distributor, southern Mexico*
- Direct vocational, basic education, and ESL instruction for 250 Cuban adults. Write funding proposals; train and supervise curriculum development staff, teachers, and tutors. *City Colleges of Chicago, Urban Skills Institute*
- Develop and teach inservice courses for English teachers in Peru. Courses accredited by the Peruvian Ministry of Education. Teach English to students and professionals. *Arequipa, Lima*

Classroom Teaching

- **GED:** Develop and teach GED preparation course for multi-ethnic classes. Develop community-based recruitment programs and evaluation tools. *Falls Church, VA*
- **ESL, K-5 and 7-8:** Roving teacher, three elementary schools; Falls Church, VA. ESL with science, math, social studies, art; Hispanic, Chinese, and Eastern European students; *New York City, two years.*
- **English, vocational skills, reading; grades 7-9:** One of two teachers assigned to intensive dropout intervention program focused on reading skills. *Cleveland, two years.*

Related Publications Experience

Write software training materials and video scripts for the business travel division of a commercial airline. Write training materials for customer service organization of an air freight carrier.

Professional Development

MAT, English and education, John Carroll University, Cleveland.

BA, English, The Ohio State University, Columbus.

Bilingual English/Spanish certification, Arizona Department of Education, by examination, 1997

Professional affiliations: National Association of Teachers of Spanish and Portuguese, national and Arizona chapter. Senior Member, International Society for Technical Communication, judge in publications competitions. Member of Phoenix PC Users Group, Webmaster SIG

Recent professional courses and seminars: Writing for CBT and multimedia (May 2001), multimedia design, audio and video streaming technologies, information design, Web design, HTML

Presentation (bilingual): *Writing Interactivity into Web Content;/Páginas en vivo!* October 1999, at the Fourth Congress on Popular Culture in the Americas, University of the Americas, Puebla, Mexico, October 1999. Designing Web site content to promote interactivity, with emphasis on international and multicultural communication.