

Jill Ginsburg, Technical writer

**E-mail: writepro@swlink.net
602.678.4277**

Experience Summary

- Writing for end-user, learner, consumer, and technical audiences
- Task analysis, instructional design, and course and materials development
- Extensive collaboration with software developers and business analysts
- Copy and content editing, including editorial and standards responsibilities in publication teams
- Track record in multicultural, cross-functional, and international projects
- Classroom teaching experience

Online and Other Electronic Publications

Web site content, HTML-based Help, Windows Help, reference materials, CBT, video scripts, radio spots

Print Publications

User manuals, troubleshooting guides, manufacturing and process specifications, magazines, newsletters, brochures, conference programs and proceedings, directories, maps, newspaper and trade journal articles

Editorial Experience

Professional association publications, magazines, copy editor for technical and educational publishers and for national professional association, editor for staff of 10 senior technical writers

Tools and Skills Summary

Please see last page for a skills inventory.

RoboHelp, RoboHTML, Dreamweaver, FrameMaker, MS Word, HTML, MS FrontPage, Visio, Adobe Acrobat, MS Excel. Reading knowledge of Web scripting tools, SGML, XML. Fluent Spanish

Work History

Editor and Information Designer, Software Development

Editor for staff of 10 writers, and other in-house staff. Instrumental in defining document structure and content models, FrameMaker templates, and editorial standards; wrote user manuals and white papers. Products served workflow and higher education audiences. Layoff, late February 2001.

WritePro, Inc.

On-site and off-site contracts, 1994-2000

- **Writer, manual for Web application developers**
Wrote Search application segment of manual for field developers who customize Web portal applications for corporate clients. Work involved reading XML, VB Script, some JavaScript.
- **Writer and editor, HTML Help, Windows Help, and Web site content**
For software development company focused on Web-based applications and multimedia publishing, wrote Help and content for job search-recruitment application and supporting utilities. Active roles in page design, usability analysis, and definition of documentation standards.
- **Writer, user manual, Web-based assessment application.**
For nationally known computer training publisher, wrote manual for setting up and administering an online testing application and test center, including instructions for creating, administering, taking, and scoring multimedia tests and managing student assessment profiles.

- **Writer, two courses for HTML training**
For nationally known computer training publisher, wrote 20 learning modules for HTML 4.0, including basic tags, tables, forms, CSS (style sheets), and basics of Web page design. Courses include Web-based exercises, skills practice, and reviews for instructor-led or individual study.
- **Writer, network administration manual**
For national airline based in Phoenix, wrote policies and procedures for configuring network and flight dispatcher workstations, administering a first-of-kind flight dispatch network, and troubleshooting and recovery of key network components.
- **Editor and writer, programming manual and online Help**
For national gasoline and food chain, edited in-house Visual Basic programming standards manual and laid out Help system for auto service and food service leasing and management.
- **Editor and trainer, process specifications and work instructions, semiconductor assembly**
For high-tech model assembly plant, developed specification templates and instructional materials, editorial standards, and quality assurance tools. Worked closely with cross-functional teams (managers, factory employees, engineers, and training and quality assurance staff) to develop, write, and edit specifications and define a change control process. Specifications correlated to employee grade certifications and ISO 9000 standards.
- **Writer, online Help, public utility (cooperative)**
Research and design online Help for administrators of lot irrigation scheduling and delivery system
- **Writer and team co-lead, online Help, international air freight carrier**
Designed and developed customer service system for an international air freight carrier. Topics included shipping, billing, operations, and policies and procedures. Trained team members to use Help authoring tools and write for online display. Wrote end-user training materials.
- **Writer, online Help, computer hardware reseller**
Designed and wrote online Help for purchasing, sales, accounting, and inventory control systems
- **Writer, online Help, state transportation agency (highway construction)**
Topics included construction contract administration, compliance, materials testing, engineer qualification criteria, and progress payments. Participated in interface design and field user review teams and assisted in developing user training.
Add-on projects: Produced reports and proposals for agency policy-making groups and trade association meetings. Converted highway construction standards manual to online reference.

Professional experience prior to 1994

Editor, university curriculum materials and textbook publishers • User manuals for pharmaceutical market research, FDA pharmaceutical regulatory system, and accounting systems of international fast food conglomerate • Technical, marketing, and training publications for airline-affiliated business travel software company • Conference proceedings, white papers, and journal editing for academic and professional associations • Curriculum materials for adult education programs, language learning programs, and textbook educational packages

Education and Professional Development

MA, English and Education. John Carroll University, Cleveland

BA, English. The Ohio State University, Columbus

Memberships: Society for Technical Communication. Phoenix PC Users Group, Webmaster SIG

Spanish language: Bilingual certificate: English/Spanish; Arizona State Department of Education (1997)

Presentation: *Building Interactivity Into Web Page Content/IPáginas en vivo!*, 1999, bilingual. University of the Americas, Puebla, Mexico, October 1999. Focus on international audiences.

Software and Professional Skills Inventory for Jill Ginsburg

602.678.4277 <http://www.swlink.net/~WritePro, Inc> writepro@swlink.net

Software Skill	Experience	Skill Level	Used to create or edit:
RoboHelp/RoboHTML	5 (years)	High	Online Help for Web-based and client server applications, Windows NT.
HTML (code and W'YSIWYG)	2	Medium-High	Web content and online Help for Web-based publishing applications, HTML training course, manual for Web-based assessment tools
ForeHelp/ForeHTML	1	Medium-High	
MS FrontPage	1.5	Medium-High	
Dreamweaver, Homesite	1 each	Medium	
FrameMaker	3	Medium-High *	
Adobe Acrobat	1.5	Medium	
PaintShop Pro	3	High	Graphics for print and online publications, edit photos, capture Web design and code samples, illustrate process flows
Visio	1	Medium	
MS Word	5 +	High	Create user manuals, planning documents, project progress reports, presentations, address and contact lists, directories, marketing materials, specifications, graphics
Powerpoint	2	Medium-High	
MS Access	1	Medium	
Excel	1	Medium	
MS Word (Macintosh)	2.5	High	
SGML, related markup languages	1.5	Light-Medium	Produce large complex documents using SGML and derivatives
Windows NT/95/98	5	High	All of the above
Professional and Soft Skills	Experience	Skill Level	Skills applied in these situations:
Writing	5	High	Most or many of those described above.
Copy editing (book and online)	6	High	
Interviewing and research	5	High	
Planning, designing publications	4	Medium-High	
Working with development teams	4	Medium-High	
Assess documentation/training needs	4	Medium-High	
Product testing and usability	3	Medium	
Schedule documentation projects	2	Medium	
Spanish language	15	High	Read, speak, edit, proofread: AZ state bilingual certificate
Writing for multimedia	2	Medium	CBT, audio and video scripts; strong interest in this area
Developing training materials	4	High	Textbooks, study guides, reference materials