

JILL GINSBURG: Editor and Writer

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Career summary: Experience in print and online publishing and online technologies. Strong research, interviewing, writing, and copy editing skills, fluent Spanish; curriculum design and teaching experience. Flexible hours, work volume, and telecommuting considered. Enjoy conceptual and editorial challenges.

Selected Publications Projects

Write and edit content and user instructions for Web-based applications used to create and publish classified ads (careers, auto) and editorial copy for online, print, and video delivery. *Pentawave, Inc., Phoenix, 1998-2000*

User manual, Web-based training: Write user manual for Web@ssessor, a Web-based application for test development, assessment and certification. **HTML learning materials:** Research and re-write 20-lesson course covering HTML coding and HTML 4.0 standards, page design. *ComputerPrep, Inc., Phoenix, 1998*

Content guidelines, editorial standards and RS9000 compliance training materials for manufacturing specifications: With engineering teams, define standards and templates for semiconductor manufacturing specifications and work instructions. Develop curriculum to train engineers, trainers, and teams from the shop floor to prepare and team-edit specifications. *Motorola Semiconductor, Phoenix, 1996-1997.*

Web, Help, and print documentation for software applications: Motorola, Tosco Marketing Corporation, MicroAge Systems Solutions, Arizona Department of Transportation, NIE (hardware resellers), DHL Worldwide Express (air freight), NDC (pharmaceuticals). *Phoenix, 1993-1996*

Classroom materials in social sciences, multicultural experiences, and technology (K-8): Research topics in response to questions from members of national online educational network; decade-in-review pieces for special editions. *Educational Management Group, Phoenix, 1992-1994*

Senior staff writer and editor: Write and edit marketing and training materials for business travel software products. Write and edit video scripts, brochures, trade articles. *System One Corporation, Chicago, 1988-1990*

Writer/editor: Produce business publications, computer manuals, travel guides and directories; curriculum packages and teaching materials (English and Spanish). Edit weekly business travel magazine (staff of one); write and assign feature articles; write grant proposals. Clients include the US Census Bureau, McDonald's Corporation, National Restaurant Association, Rand McNally, Apple Computer of Mexico, Scott, Foresman, National Textbook Company, American Council on Education, Carnegie Foundation grantees. *Chicago and Washington, DC, 1985-1990*

Education and Professional Development

MAT, English/Urban Education John Carroll University, Cleveland, Ohio.
BA, History/English Ohio State University.

Professional development courses and study: Multimedia design, instructional design, Web-based training design. Fluent Latin American/Mexican Spanish; three years in Latin America (Mexico and Peru), including teaching of ESL and teacher training programs under Peruvian Ministry of Education.

Memberships: International Society for Technical Communication, senior member; judge in professional and student publications competitions. Stand-up training and curriculum/materials development experience.

Publishing tools: Dreamweaver, Microsoft Word, Framemaker, RoboHTML, HTML, XML, FrontPage, Visio, Acrobat, MS Access, Homesite. Reading knowledge of Web scripting languages; fluent Spanish; always learning;

Teaching experience: Training, curriculum development, and materials development experience in business and community education settings. Experience in teaching English as a second language (grades 7-12), adult basic education, software training. Develop computer-based learning materials for Web-based applications.

Presentations: *Building Interactivity Into Web Page Content/¡Páginas en vivo!*, Oct 1999, Puebla, Puebla., Mexico.