

OBJECTIVE

Opportunities to create business-related prose.

Your Computer Lady 1994 – present Tempe AZ

As owner of Your Computer Lady, a successful 12-year-old computer support company, I have had many opportunities to work with my clients to help them get their message across. Sometimes the message is a simple but crucial price list to help customers place an order accurately. Sometimes the message is verbiage for a web site to help educate and encourage visitors to make a purchase. When writing web site copy, it is important to write first to the visitors and secondly to the search engines indexing the site. Though the two goals are separate, they can be accomplished with good writing. Often the message is the list of steps necessary for a student to learn a new computer skill. I have written for my own training classes as well as classes provided by other firms.

Sources+Design Magazine

- Contributor since July/August 2002.
- Tech Lab articles cover a wide range of topics: Improving Productivity, How To articles, interviews and computer skills.
- Audience of 33,000+ is made up of architects, interior designers, general contractors and the construction industry.

Construction Specifications Institute – Phoenix Chapter

- Contributor since 1994.
- Computer Tips articles cover diverse subjects.
- Audience of 250+ is made up of architects, specification writers, manufacturers and salespeople involved in the construction industry.

High Profile Magazine

- Contributor in 2004.
- Book reviews of business-related books.
- Audience of General Contractors, sub-contractors, manufacturers and people in the construction industry.

SalesNexus LLC

- Edited training guides and instructions for new and experienced users of an online contact management database.
- Edited for consistency as well as ease of comprehension since many of the readers were studying on their own.
- Audience was national mix of all types of businesses.

Think Horse Creative

- Expanded existing text for a property management client who needed a new corporate brochure as well as text for a new web site. Analyzed competitive sites in order to prioritize features from the client point-of-view to be certain the new site was exceeding their competitors' sites and putting the company's best foot forward.
- Wrote the copy for a new law firm. The new firm had no literature to start from, not even a business card! Analyzed competitive sites to learn about the attorney's specialization as well as gauge the presentation of information on the sites. Developed site layout to present information and wrote the text. Further consideration was given to the text as the firm had a strong need to be favorably ranked by search engines in a highly competitive niche.

The Reference Library

- Presented a series of classes over the last three years for TRL members on improving computer skills and technology: Word, PowerPoint, How to Buy a PDA, Contact Management Software, etc.
- Wrote the handouts for all classes.

Your Computer Lady

- Teleclass training materials – Developed a series of teleclasses covering ACT! and wrote the materials to support the classes.
- In-house and personal ACT! training – Provided training for individuals and groups as large as 15. Prepared all of the written materials for the classes including customizing the materials for the client.

Additional job history, references and project samples available upon request.

Public Speaking

- Houston Business Council
- Construction Specifications Institute
Phoenix Chapter & Southwest Region
- Tempe Chamber of Commerce
- Colorado Springs Professional
Coaches Association

Strengths

- Contagious enthusiasm
- Ability to work at the student's skill level
- Diverse business experience
- Ability to analyze business processes and connect them to computer processes
- Daily, hands-on use of the software that I teach

I am not a computer person. I am a business person who uses a computer to work smarter.
