



SUMMARY

I am an experienced information developer and technical communicator who has worked on many diverse projects. I am highly skilled and enjoy working with a variety of information development and design tools. I employ hardcopy, electronic, and social media for my clients. Through my use of intelligent design and sound documentation practices, my documentation and websites have won numerous awards. As an employee and a consultant, I have experience in several industries, including computer software, oil and gas, medical services, sports, city government, insurance, marketing, and journalism. I have worked for both large, global companies and small, single-owner businesses.

SKILLS AND APTITUDES

- Expert user of Jive Clearspace and SBS, Dreamweaver, FrameMaker, Google AdSense, AdWords, Analytics, and Webmaster Tools, MS Office, and WordPress; Expert in CSS, HTML, marketing and technical writing and editing, page layout, project management, team management, and website creation and maintenance
- Experienced user of Acrobat Professional, Bridge, Camtasia Studio, Captivate, Contribute, Documentum, Fireworks, Flash Professional, ForeHelp, HTML Help Workshop, InDesign, Illustrator, KineticSurvey, Photoshop, RoboHelp, SharePoint, Stylizer, Vantive, and Visio
- Design and develop hardcopy and online media using reader-centric approach and professional writing best practices: technical documentation, marketing collateral, training materials, email communications, and videos
- Design and develop internal and external websites using intelligent design and search engine optimization
- Perform all levels of editing, develop online help, design document and website templates, assist in GUI design, deliver personalized training from media design to remote delivery, lead teams, evaluate and rewrite or redesign technical publications and websites

WORK EXPERIENCE

November 1995 to Present

Owner, Farrell Documentation, Alvin, Texas, 281-543-5195, www.farrelldoc.com

- Design, develop, host, and maintain multiple websites of varying complexity for various clients; write and edit technical and marketing documentation using FrameMaker, InDesign, Dreamweaver, Photoshop, Illustrator, Flash, Fireworks, Word and other tools; assist in user interface design; design, develop, and edit online help

July 2010 to Present; October 2006 to December 2008; March 2002 to July 2002

Information Development Consultant, BMC Software, Inc., Houston, Texas, 713-918-1800, www.bmc.com

- Work with solution partners to develop and enhance their featured Showcase pages on BMC Communities using website design best practices and Jive Clearspace and SBS skills
- Design, develop, and deliver Technology Alliance Program (TAP) electronic newsletter to partners
- Migrate hundreds of documents and other media assets from SharePoint to Clearspace (Jive)
- Prepare marketing datasheets
- Design, develop, and deploy surveys using BMC Remedy, KineticSurvey, and other tools
- Prepare resource center and forum category structure for launch of new developer website, BMC Developer Network (communities.bmc.com) using Jive administrative console
- Prepare category structure and several hundred documents for migration to Clearspace using Clearspace administrative console; set up community structures in new architecture after the migration
- Write user guides, standards, and training materials for site; develop user training blogs and videos
- Edit, approve, and upload user contributions to site; communicate with users in forums and emails
- Edit award-winning online help

February 2004 to Present

Owner, Alvin Golf & Country Club, Alvin, Texas, 281-331-4541, www.alvingolf.com

- Design, develop, and maintain website and intranet; design all internal, marketing, and customer documentation; write and distribute press releases; design and deliver electronic newsletters; manage email accounts
- Maintain accounts receivable; perform all human resource functions; oversee banquet facility operations and bookings; maintain pro shop inventory and purchasing; manage group sales

October 2002 to March 2004; April 2001 to August 2001

Information Developer 2, BMC Software, Inc., Houston, Texas, 713-918-1800, www.bmc.com

- Write and edit service management documentation using FrameMaker, Documentum, Siebel, and Vantive; use Vantive to manage technical bulletins; work with development to complete projects
- Develop and deliver specialized training to new writer while leading a critical project with a tight deadline; serve as FrameMaker and editing resource to team
- Research, write, and edit online help, hardcopy and online release notes, and getting started guides for Internet service management software products using FrameMaker, RoboHelp, and Acrobat
- Work with development, QA, and marketing to develop technical documents and provide input on product development; assist other writers on team and edit documents as needed

January 1996 to April 2001

Principal Technical Writer, GX Technology Corporation, Houston, Texas, 713-789-7250, www.gxt.com

- Manage documentation projects for five software products from planning stage and template design to printing or online delivery using FrameMaker, Acrobat, RoboHelp, and ForeHelp
- Hire and direct contract writers
- Research, design, write, and edit award-winning online help, hardcopy and online user guides, training manuals, and installation guides for geophysical modeling and imaging software products
- Develop and maintain documentation site on corporate intranet
- Edit marketing materials, newsletters, website, journal articles, and technical reports
- Maintain corporate style guide for use in all external communications
- Work with scientists, developers, marketing, and senior management to develop technical documents and corporate communications; assist support staff in training classes

Fall 1994 to Spring 1995

Tutor, Writing Center, University of Houston-Downtown, UHD Writing Center website

- Assist in the development of remedial English course work and instruct students in the course
- Tutor all levels of English students, from remedial to upper-level professional writing students

Senior Writer, *Dateline*, University of Houston-Downtown, Dateline website

- Conduct interviews; research and write articles for campus newspaper; report on student government
- Edit articles for style compliance and content

Assistant Editor, *Bayou Review*, University of Houston-Downtown, Bayou Review website

- Solicit entries for campus literary journal; recruit judges; edit written entries and work with writers

EDUCATION

August 1992 to May 1996

B.S. in Professional Writing, *Summa Cum Laude*, May 1996, University of Houston-Downtown, www.uhd.edu

- Course work in technical writing, technical editing, advanced grammar, online documentation, print production, and journalism
- GPA: 4.0
- Student Representative (Valedictorian), Class of 1995-96
- Peer Tutor, UHD Writing Center, Fall 1994 and Spring 1995
- Student Representative, Student Publications Committee, Spring 1995 through Spring 1996
- Senior Writer, *Dateline* (university newspaper), Fall 1994
- Assistant Editor, *Bayou Review* (university literary journal), Fall 1994

HONORS AND AWARDS

Professional—Society for Technical Communication (STC), Senior Member

1996–2009 *Houston Chapter* STC Technical Art, Publications, and Online Competitions, www.stc-houston.org

- Awards by level: four Distinguished, seven Excellence, five Merit, two Achievement

2008-2009 STC *International* Online Communication Competition, www.stc.org

- One award of Merit

1998–1999 STC *International* Technical Publications Competition, www.stc.org

- One award of Merit

Academic—University of Houston-Downtown, www.uhd.edu

- Student Representative (Valedictorian), Class of 1995–1996
- The Honor Society of Phi Kappa Phi
- The Professional Writing Award of Excellence, Spring 1996
- Delphian Scholar, 1994–1996; Helen Tedens Scholarship, 1994–1995; Colleen Edling Award, 1995–1996
- Who's Who Among Students in American Universities and Colleges, 1993–1994 and 1994–1995
- Dean's List, Fall 1992 to Spring 1996

CHARITABLE WORK

Sponsor, Alvin High School Baseball

September 2008 – Present

- Monetary and equipment donations
- Free ad space and ad development

President, Secretary, and Treasurer, Bay Area Baseball Association, www.bayareabaseball.org

March 2006 – October 2010

- Singlehandedly design, develop, and maintain award-winning website; maintain email accounts; design graphics; develop internal documentation and templates; write press releases and marketing materials; communicate with teams; vendors, and sponsors; design logo; prepare and submit 501(c)(3) application and accompanying materials
- Direct baseball league play; assist in new field development; direct baseball tournaments; manage finances; oversee directors and volunteers; manage corporate and 501(c)(3) issues, including application documents

AVAILABLE ON WWW.FARRELLDOC.COM

- Current resume, detailed list of awards, references (For privacy concerns, please request password for references.)