

# TECHNICAL & MARKETING WRITER

## David Fredericks

650 Sierra Vista Drive, 330

Las Vegas, NV 89109

702-737-1712 ❖ [davewrite@earthlink.net](mailto:davewrite@earthlink.net)

URL: <http://home.earthlink.net/~davewrite/>

**F**ield engineer-turned-writer who can translate jargon and complexity into clear and plain English. A self-starting, highly motivated professional with more than 20 years of broad experience promoting and documenting technical products and services.

❖ **Technical Manuals**

❖ **Proposals**

❖ **Procedures**

❖ **Marketing Literature**

### SUMMARY

**B**ackground has spanned the creative and technical, from articles and advertising copy to circuit theory and GPS satellites. Early background included traveling U.S. troubleshooting complex equipment and training dealers and customers. I have documented complex hardware/software, helped to launch projects and companies with business and promotional writing, worked with Congressional members to simplify MIL-SPEC writing, and managed my own writing company. Recently I have played a role in documenting eMarketing and customer-care service technologies.

### Skills

- Visio
- HiJack
- Snagit
- Ami Pro
- Draw Pro
- Publisher
- RoboHelp
- Lotus Notes
- Word Perfect
- Microsoft Word

### Technical Experience

- IT
- MIS
- GPS
- NDT
- Lasers
- Optics
- Avionics
- Metrology
- Fault Isolation
- Manufacturing
- Computer Logic
- Packet Switching
- Quality Assurance
- Software/Hardware
- Telecommunications
- Industrial Electronics

### Recent Platforms

- Macintosh
- Windows 95, 98 & '00

### ❖ PROFILE OF WRITING EXPERIENCE ❖

<ul style="list-style-type: none"> <li>• Reports</li> <li>• Booklets</li> <li>• Data sheets</li> <li>• Business plans</li> <li>• Web site content</li> <li>• Training materials</li> <li>• Public relations materials</li> </ul>	<ul style="list-style-type: none"> <li>• Articles</li> <li>• Print ads</li> <li>• Brochures</li> <li>• Direct mail</li> <li>• newsletters</li> <li>• Sensitive Letters</li> <li>• Human interest stories</li> </ul>	<ul style="list-style-type: none"> <li>• Specifications</li> <li>• Safety manuals</li> <li>• Operator manuals</li> <li>• Software manuals</li> <li>• End user manuals</li> <li>• Maintenance manuals</li> <li>• Policies and procedures</li> </ul>
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### ❖ Special Qualifications

<ul style="list-style-type: none"> <li>✓ <i>Familiarity with scientific and technical concepts</i></li> <li>✓ <i>Nine years of field engineering experience</i></li> <li>✓ <i>Author of many human interest and peer journal articles</i></li> </ul>	<ul style="list-style-type: none"> <li>✓ <i>Former owner of Writecom, a technical and marketing writing company</i></li> <li>✓ <i>In-depth knowledge of grammar, style, formatting, typography, and page design</i></li> <li>✓ <i>Multidisciplinary writing and editing experience</i></li> </ul>
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❖ **Creative**

❖ **Flexible**

❖ **Quick Study**

❖ **Reader Friendly Style**

### ❖ Recent Experience ❖

- '00 **SatisFusion**—a pre-IPO Internet startup fusing online sales with extended warranties: Worked principally with IT to research and write user manuals for clients, customers, and in-house personnel.
- '00 **PeopleSupport**—a pre-IPO Internet startup focusing on online customer care: Worked with IT, operations, marketing, and upper management to research and write FAQs, proposals, and in-house training materials
- '00 Laptop Buyer's Guide. Wrote article about system maintenance for July issue.
- '00 **Compaq**—Wrote Acquisition & Assets procedures manual, entailing new database system, for Operations and Management Services, a PC Leasing Utility for PacifiCare. Wrote user's manual for Customer Engineers, used nationwide.
- '99 **Volt Information Sciences**—1) Wrote user manual with many tutorials about Automated Staffing system (FoxPro database), 2) wrote newsletter articles, 3) wrote brochures and direct-mail pieces, 4) designed and wrote extensive copy for Volt Web sites, and 5) helped to create new markets for SGML/XML services with imaginative copy ideas

- ✓ Played a role in improving and simplifying military writing.
- ✓ Put a number of small business startups on the business map with my copywriting skills.
- ✓ Wrote business plan for communications firm that attracted the interest of top venture capitalists.
- ✓ Wrote copy for Web site of Fortune 1000 company, later praised by New York Ad Agencies
- ✓ Wrote 90-page marketing book extolling new Global Positioning System receivers
- ✓ Created and wrote policy & procedures package that saved an aerospace contractor millions of dollars in lost contracts, followed by a safety manual that saved many thousands in comprehensive insurance costs.

Highlights

SUMMARY OF FIELD ENGINEERING EXPERIENCE

Spent several years crisscrossing U.S. resolving technical problems and training dealers and client technicians about company products. I was the sole technical support for two companies pioneering new technologies in telecommunications and non-destructive testing.

❖ PARTIAL LISTING OF EXPERIENCE ❖

S O F T W A R E	<ul style="list-style-type: none"> <li>• <b>Edison</b>—Working as Instructional Designer, developed scripts for Customer Service personnel</li> <li>• <b>Arco Products</b>—Created highly stylized training manuals used by IT and Marketing to roll out new Payquick Island Cashier system at ARCO and SmogPro gas stations.</li> <li>• <b>Western Digital</b>—Wrote ISO documentation for 7 departments within the marketing group.</li> <li>• <b>Allergan International</b>—Wrote AS/400 manual for accounting group within MIS.</li> <li>• <b>Bell &amp; Howell</b>—Wrote operator manuals about UNIX-based remittance processing systems.</li> <li>• <b>Magnavox</b>—Contributed to the writing/illustration of large software manual detailing GPS receiver operation.</li> <li>• <b>Micom Systems</b>—Wrote manuals about X.25 packet assembler/dissassembler, which became basis for Internet.</li> </ul>
H A R D W A R E	<ul style="list-style-type: none"> <li>• <b>Magnavox</b>—Designed/wrote new installation manuals for installing GPS receivers onboard ships.</li> <li>• <b>Walt Disney</b>—Wrote four 200-page manuals detailing theory of operation of entire Theme Park.</li> <li>• <b>LAIS</b>—Wrote manual that instructed technicians and cardiologist how to use newly FDA-approved laser to remove plaque from coronary arteries.</li> <li>• <b>Baxter Edwards</b>—Wrote manuals that entailed calibration procedures for new sterilization facility.</li> <li>• <b>Jet Propulsion Labs</b>—Interviewed scientists to write reports about simulated area weapons effects (SAWE).</li> <li>• <b>Teledyne Systems</b>—Wrote military manuals explaining electronics of display panels on EA-6B Jets.</li> <li>• <b>Ocean Technology</b>—Wrote fault isolation procedures and maintenance manuals for Trident Submarine.</li> </ul>
C R E A T I V E	<ul style="list-style-type: none"> <li>• <b>Viking Components</b>—Wrote successful print ads capturing Spirit of Vikings' theme.</li> <li>• <b>Burbank Animal Hospital</b>—Wrote business-enhancing brochures and direct mail literature.</li> <li>• <b>RHO-TECH</b>—Designed and wrote many contract-winning proposals for the successful staffing firm.</li> <li>• <b>Writecom</b>—Wrote a myriad of business and advertising materials that included brochures, print ads, direct mail, including a business plan the won the interest of major venture capital firms.</li> <li>• <b>Irvine Sensors Corp.</b> —Besides my principal job as proposal editor to SDI (Star Wars) scientists, I helped with reports, grants, and magazine articles.</li> <li>• <b>Glendale News Press</b>—Wrote human-interest stories as a News Correspondent.</li> </ul>

EDUCATION

- Coyne Electronics Institute*: Graduated from 2-year Jr. Engineering program
- DeVry Technical Institute*: Certificate in Applied Physics
- Triton Jr. College*: English & Engineering Major
- Company Training*: Successfully completed extensive training in computers and telecommunications
- Coastline Community College*: Now taking courses toward degree in Communications

