



Jodi Paul



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Summary

Resourceful, innovative, and enthusiastic individual with more than 15 years editing, writing, and project management experience. Combines technical knowledge with creative flair to deftly articulate complex subjects to a wide range of audiences. Microsoft Office User Specialist Expert Master certified.

Experience

- Copywriting
- Content Strategy
- Marketing Content Development
- Proposal Management
- Technical Writing
- Editing and Proofreading
- White Papers
- Ghostwriting
- eBooks
- Content Management
- SEO Copywriting
- Blogging
- Creative Directing
- Social Media Management
- eLearning Courseware Development
- Training and Curriculum Development
- Project Management
- Research Reports
- HTML

Skills

- *Microsoft Certified: Office User Expert Master — Word, PowerPoint, Outlook, Excel*
- *Adobe: FrameMaker, Acrobat, InDesign, RoboHelp, Dreamweaver*
- *Content Management: WordPress, Divi, BigCommerce, Wild Apricot, Joomla, SharePoint, ZenDesk, Jive*
- *Project Management: Airtable, SmartSheet, ServiceNow, WorkZone, Asana, Trello, Basecamp, Podio, JIRA*
- *Social Media: HubSpot Certified, Spredfast Certified, Hootsuite, SocialPilot*
- *Graphics: Visio, SnagIt, CloudApp, Captivate, Camtasia*

Jodi Paul Writes – Specializing in Technical Content Marketing and Communications, Austin, Texas
Freelance Writer and Editor, February 2007 – Present

Work History

- Write strategic, educational, and persuasive short- and long-form content marketing materials including white papers, product briefs, SEO-optimized website content, video scripts, articles, press releases, blog posts, infographics, eBooks, product packaging copy, and more.
- Create and align content strategy to achieve individual clients' marketing and overall business goals.
- Execute project management functions for all projects including creative direction and content strategy, as well as creating and maintaining tight project schedules.
- Prepare responses to RFPs, including compiling information from multiple sources as well as rewriting and editing final response materials.
- Develop and edit eLearning courseware content using Adobe Captivate and Camtasia for subjects including small business marketing, Microsoft Office products, home networking, home entertainment setup, HTML, digital photography basics, and more for clients including HP, Sony, and Verizon.
- Proofread and edit materials at various stages of the publication process, consulting with clients about house style and/or other requirements, including researching and fact-checking content.
- Contributing author for Jones & Bartlett Learning's *Introduction to Computers and Application Software*.

Texas Railroad Commission – Texas state regulatory agency in Austin, Texas
Contract Technical Writer through Evolvers Group, *March 2015 – August 2015*

- Wrote User Guide, Administrator Guide, Software Design Documents, and online help for this Texas state government agency's Pipeline Online Permitting System (POPS).

TAKE Supply Chain – leading supply chain solutions provider in Austin, Texas
Senior Writer, February 2014 – December 2014

- Wrote user and administration guides and online help for Supply Chain collaboration software suite.
- Authored marketing content including eBooks and white papers.
- Produced product demonstration videos using Adobe Captivate.

Chasse Consulting – sales strategies consultant in Austin, Texas
Contract Technical eLearning Copywriter through Onward Search, June 2013 – October 2013

- Developed and edited technical eLearning content for sales professional audience.
- Managed relationship and content validation with client subject matter experts.

Freescale Semiconductor – global semiconductor company in Austin, Texas
Contract Project Manager through Liaison Resources, August 2011 – June 2013
Directed web-based projects including:

- Jive Enterprise Community management.
- Infocenter web management, delivering DITA XML-based documentation to the Freescale.com website.
- Eloqua campaigns management, directing the schedules and flow of multiple email campaigns.

Tech Therapy – IT managed services provider headquartered in Houston, Texas
Communications Director, May 2010 – August 2011

- Developed and executed communications programs for Tech Therapy and its customers.
- Wrote and edited a variety of content for Tech Therapy and its customers.

Reddwerks – warehouse execution and distribution solutions provider in Austin, Texas
Communications Editor, December 2009 – May 2010
Technical Writer, September 2008 – December 2009

- Created and edited software and hardware documentation, presentations, and marketing materials.
- Edited all client-facing materials: corporate presentations, RFI and RFP responses, and marketing collateral.

DisplaySearch – display market research and consulting in Austin, Texas
Webmaster and Editorial Manager, October 2007 – July 2008

- Updated and maintained DisplaySearch.com website using RedDot[®] software.
- Edited and proofread reports, newsletters, web pages, and other communications.

Powered – online consumer education specialists in Austin, Texas
Senior Writer, October 2006 – February 2007

- Served as project manager and writer for eLearning content projects.
- Developed non-courseware content—such as internet microsities, rich media, how-to guides, and newsletters—for clients including HP and Sony.