

**Leslie C. Wood**  
**Technical Writer/Instructional Designer/Business Analyst/Communications Specialist**

Technical Writer/Instructional Designer/Business Analyst/Communications Specialist with over 20 years of experience. Areas of expertise include analyzing, gathering, and developing content for training materials, end user guides, set up guides, web site content, brochure and newsletter content, sell sheets, product descriptions, presentations, procedures, job aids, functional specs, case studies, white papers, internal and external articles, talking points, press releases, etc.

**At-A-Glance**

- ✓ Strong writing, editing, and corporate communications expertise including training manuals, case studies, newsletters, presentations, web-based and instructor led courses, press releases, white papers, web site content, brochures, annual reports, talking points, executive speeches, internal and external articles, etc.
- ✓ Adept at turning hard to grasp concepts into clear, concise copy that resonates with target audiences
- ✓ Ability to quickly grasp complex subject matter and write content in a similar tone and style
- ✓ Experience with facilitating and managing processes to ensure that the highest priority enhancement/changes are included in deliverables

**Education**

- Bachelor's degree in Business Management and Marketing from Rutgers University. Served as editor-in-chief of the University's literary magazine and as a staff writer for the University's newspaper. Received two writing awards.
- Certificate in Web site Design and Development including courses in HTML, Dreamweaver, and Photoshop from Temple University. Completed all the core courses in Journalism and Public Relations. Received a photography award.
- Completed courses in desktop publishing, graphic design, web site design, photography, and HTML from Moore College of Art and Design.

**Skills**

MS Office Suite	Communications	RoboHelp	Writing/Editing
Training Materials	Business Analysis	Process Documents	Web Studio 5.0
CBT & online courses	MS Publisher	QuarkXpress	PhotoShop
User & Setup Guides	Adobe Acrobat Pro	SharePoint	Instructional Design

**Experience**

**American Water Company**  
**Technical Writer/Business Analyst**

*Oct 2011-Present*

- Corporate-wide Business Transformation Project responsible for standardizing and upgrading technical processes for IT Customer Information and Enterprise Asset and Access Management systems, creating process documents, process statements, flow diagrams, communications, and training materials.

**Fred Pryor Seminars**

*Jun 2011- Sep 2011*

**Instructional Designer/Writer/Editor**

- Created online audio webinars for various subjects including copywriting and developing effective sales proposals. Develop course outline, webinar script, student handouts, and PowerPoint presentations.

**Core Solutions, Inc.**

*Jun 2011 - Sep 2011*

**Technical Writer/Copywriter**

- Created white papers for leading provider of electronic health records (EHR) technology for the behavioral healthcare and human services industries.

**SoftAssist, Inc.**

*Jun 2011 - Sep 2011*

**Technical Writer/Instructional designer**

Created IT training materials for a leading instructional design and corporate training firm.

**Comcast**

*Apr 2010 - Feb 2011*

**Technical Writer/Instructional Designer**

- Gathered and analyzed data to create content for an online set up, operations, and user guide for self install kits. Created user instructions for various Comcast devices including cable TV set top boxes, modems, and telephones. Created online content for new version of XFINITY TV and a wireless security system. Created all device box set up and installation instructions.

**Crazy Fish Design**

*Nov 2009 - Present*

**Web Content Specialist**

- Work with a web site design and development firm to create web site content for various industries including health care, legal, engineering, software, landscape design, construction, etc.

**UniQode**

*Sept 2009 - Dec 2009*

**Web Site Content Specialist**

- Gathered, analyzed, and created content for a new web site for an international software localization firm based in Vancouver, Canada.

**MioSoft Corp.**

*Oct 2008 - Aug 2009*

**Technical Writer/Instructional Designer**

- Gathered, analyzed, and created content for user guides, quick start guides, and training materials for various software applications specializing in distributed and parallel data systems, data processing tools, and data services.

**The Neat Company**

*Aug 2008 - Oct 2008*

**Technical Writer/Instructional Designer**

- Gathered, analyzed, and created content for online, end user, instructional videos for NeatScan to Office; a productivity tool that enables users to scan documents directly into MS Office applications.

**Consortium Health Plans**  
**Technical Writer/Instructional Designer**

*May 2008 - Oct 2008*  
*Dec 2007 - Feb 2008*

- Gathered, analyzed, and created content for software documentation for two proprietary software products. Created white papers and product briefs.

**CSS Tech.**  
**Communications Specialist/Copywriter**

*Jan 2008 - Dec 2008*

- Created monthly newsletter for staffing agency including design and copywriting.

**Walker Parking Consultants**  
**Web Content Specialist**

*Mar 2008 - May 2008*

- Gathered, analyzed, and created content for a new web site for a world-wide architectural and engineering firm.

**TeleSciences**  
**Technical Writer/White Paper Specialist**

*Feb 2008 - Apr 2008*

- Gathered, analyzed, and developed content for white papers for an integrated data analysis software product used in the telecommunications industry.

**SAP America**  
**Technical Writer/Instructional Designer**

*Aug 2007 - Nov 2007*  
*Jan 2005 - Mar 2005, 2001-2002*

- Gathered, analyzed, and developed content for several e-learning courses for SAP ERP applications.

**InGrid, Inc.**  
**Technical Writer/Instructional Designer**

*Jun 2007 - Aug 2007*

- Gathered, analyzed, and developed content for user and installation guides for a digital, wireless, home security system.

**Ripple Technologies, Inc.**  
**Technical Writer/Instructional Designer**

*Mar 2007 - May 2007*  
*Sep 2007 - Dec 2007*

- Gathered, analyzed, and developed content for end user guides, instructor led courses, and marketing materials for a database and application monitoring solution and a software application for protecting the integrity of enterprise data.

**SoftTree Technologies, Inc.**  
**Technical Writer**

*Jan 2007 - Mar 2007*

- Gathered, analyzed, and developed content for database auditing case studies.

**Independence Blue Cross (IBC)**  
**Communications Specialist**

*Mar 2006 - Mar 2007*  
*Nov 2007 - Dec 2007*

- Developed corporate communications materials for a corporate-wide, multi-million dollar technology initiative. Responsible for gathering, analyzing, and developing all project requirements. Gathered, analyzed, and developed content for an Underwriting user guide. Created a company-wide, monthly, project newsletter.

**Franklin Electronic Publishers** *Oct 2005 - Feb 2006*  
**Technical Writer/Instructional Designer**

- Developed functional specifications for handheld Japanese and Spanish eBooks Wrote functional spec for new OS. Responsible for gathering, analyzing, and implementing project requirements.

**Jupiter Media & Internet.com** *Jan 1999 - Jan 2009*  
**Business/Technology Columnist**

- Wrote a monthly emerging technology column on a freelance basis specializing in storage and wrote feature articles on various technology companies.

**Faulkner Information Services** *Jan 1999 - Jan 2009*  
**Business/Technology White Paper Author**

- Contributed technology-based white papers on a freelance basis for a major information services company.

**Bentley Systems, Inc.** *Jul 2005 - Oct 2005*  
**Technical Writer/Editor/Instructional Designer**

- Gathered, analyzed, and developed content for SAP-CRM end-user training guides and documentation. Worked with SMEs to prepare instructor-led courses. Created documentation standards and taxonomies.

**Aetna, Inc.** *Jun 2004 - Dec 2005*  
**Technical Writer/White Paper Editor** *Jan 1998 to Jun 1999*

- Assisted in the planning, development, writing, and editing of technical white papers and PP presentations. Created and maintained project standards and taxonomies, prepared work plans, developed templates and style guides.

**Fiberlink, Inc.** *Jun 2004 - Jun 2005*  
**Technical Writer/Instructional Designer/Copywriter**

- Developed and wrote technical white papers, case studies, sell sheets, software documentation, release notes, user guides, and online help. Created various marketing collateral including press releases and brochures.

**Philadelphia Inquirer** *Oct 1998 - Nov 2004*  
**Business & Technology Writer/Book Review Writer**

- Contributed business & technology articles as well as book reviews on a freelance basis.

**Right Management Consultants** *Aug 2002 - Oct 2002*  
**Communications Specialist/Copywriter**

- Gathered, analyzed, and developed content for business management case studies.

**CIGNA** *Feb 2002 - May 2002*  
**Communications Specialist/Instructional Designer** *Mar 1998 - Sep 1998*

- Gathered, analyzed, and developed content for technical process documents. Refined existing training materials and end user courses. Created a corporate-wide Process Asset Library. Developed learning tools for various business divisions.

**New York University (NYU)**

*Dec 2000 - Jan 2002*

**Technical Writer/Instructional Designer**

- Gathered, analyzed, and developed content for several online post-graduate courses in e-business and training corporate trainers. Worked with an object-oriented, web-based authoring tool.

**Pro2Net**

*Feb 1997 - Jun 2001*

**Technology/Business Writer**

- Developed and created two monthly columns titled *Technology and Business Solutions*. Developed industry case studies.

**Philly Tech magazine**

*Oct 1998 - Apr 2001*

**Technology/Business Writer**

- Wrote monthly articles on technology and business related issues.

**Campbell Soup Company**

*Aug 1999 - Jan 2001*

**Communications Specialist/Copywriter**

- Gathered, analyzed, and developed content for company-wide Y2K communications effort including web site content, magazine articles, and other communications materials.

**The BISYS Group** *Jun 1999 - Aug 1999*

**Technical Writer/Instructional Designer**

- Gathered, analyzed, and developed content for end user guides for a proprietary software product for the transmission of payroll and census data.

**Industri-Matematik International (IMI)**

*Sep 1998 - Sep 1999*

**Technical Writer/Instructional Designer**

- Gathered, analyzed, and developed content for training materials and educational courses for several ERP modules. Developed and implemented methodologies, standards, guidelines, instructional design reviews, and project requirements.

**UNISYS**

*Aug 1998 - Oct 1998*

**Communications Specialist/Copywriter**

- Developed marketing materials for newly created Unisys University.

**PriceWaterhouse Coopers**

*Feb 1997 - Mar 1998*

**Technical Writer/Instructional Designer/Copywriter**

- Gathered analyzed, created, and edited content for SAP CBTs. Developed and implemented instructional design reviews and created assessment questions.

**Samples:** Writing samples are available on my web site at: <http://www.writer4u.com>

\* Resume Last Updated Oct 2011