

# Timothy C. Truxell

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## SUMMARY OF QUALIFICATIONS

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- Over 12 years of writing and editing experience
- Developing and implementing messaging strategies
- Writing and editing web content and marketing newsletters
- Coordinating resources and managing staff
- Writing copy for sales materials
- Proficient in numerous computer applications
- Working with a wide variety of clients
- Developing and implementing content strategies
- Creating communications strategies for marketing web sites
- Writing and editing marketing communications material (print and web)
- Developing and managing editorial processes
- Researching and developing solutions
- Excellent written and verbal communications skills
- Thriving in a team environment

## PROFESSIONAL SKILLS

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### Content Strategy

- Over 12 years experience as editor and writer working with a wide range of clients
- Devising content strategies to include the content features and types that would best suit clients' needs
- Preparing editorial style, template, and nomenclature documentation to guide content development and to ensure voice and tone are an expression of brand
- Creating migration plans and maintenance strategies for a variety of web sites
- Creating content and managing content creation using content management systems (Vignette, Interwoven TeamSite, LWWCM, BEA WebLogic)
- Managing content acquisition and integration for various web sites and marketing collateral
- Analyzing and writing content for web sites for major corporations and Internet startups
- Working with information architects and graphic designers to brainstorm organization and design of numerous web sites to ensure a good user experience
- Directing staff and coordinating freelance resources during editorial process
- Developing and implementing editorial processes; scheduling and prioritizing projects
- Tracking deadlines and delivery schedules to increase efficiency
- Providing content strategy input during proposal process and upselling content strategy to clients
- Writing scripts for Flash marketing minisites and instructional videos

### Integrated Marketing

- Creating messaging strategies to take advantage of cross-sell and up-sell opportunities
- Preparing strategies for e-mail and Internet marketing
- Creating communications plans to inform customers of enhancements to existing web sites
- Writing and editing marketing collateral and supervising content development
- Determining and producing editorial content for company's newsletters, white papers, and web site
- Preparing e-mail newsletter templates used to support sales process
- Preparing corporate intranet content and introducing new collateral pieces
- Interviewing subject matter experts for input into written deliverables
- Helping to prepare presentations for sales and pitch meetings
- Creating templates for proposals and writing case studies

### Technical Communications

- Writing technical design documents and installation, implementation, and operations manuals
- Editing scientific reports and peer-reviewed scientific articles for grammar, style, and technical consistency
- Writing and editing technical proposals for various potential clients
- Creating templates for technical documents to increase efficiency and support knowledge transfer
- Writing document-preparation protocol and style manual
- Preparing and editing technical presentations for audiences with varying degrees of technical knowledge
- Managing documentation projects for knowledge transfer process

### EMPLOYMENT HISTORY

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2004 – 2006	<i>Senior Content Strategist: Genex, Atlanta, Georgia</i>
2002 – 2004	<i>Managing Editor, UPS.com: UPS, Atlanta, Georgia</i>
1998 – 2002	<i>Freelance Writer and Editor, Atlanta, Georgia</i>
2001	<i>Senior Writer, MATRIX Resources: Atlanta, Georgia</i>
2000	<i>Editorial Director, Xceed: Atlanta, Georgia</i>
1998 – 2000	<i>Content Strategist; Technical Writer: USWeb/CKS, Atlanta, Georgia</i>
1994 – 1998	<i>Managing Editor, Technical Editor: Integrated Science &amp; Technology, Marietta, Georgia</i>
1993 – 1994	<i>Instructor: Dominion Business School, Staunton, Virginia</i>

### SELECTED CLIENTS

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|---------------------|-----------------------|
| ▪ Ashland Chemical  | ▪ Healthon/WebMD      |
| ▪ BellSouth.net     | ▪ NetBank             |
| ▪ Benjamin Moore    | ▪ PNC Bank            |
| ▪ British Petroleum | ▪ Progress Energy     |
| ▪ Chase             | ▪ Scion               |
| ▪ Chevron           | ▪ Spherion            |
| ▪ Exxon             | ▪ Sunbeam             |
| ▪ Fieldcrest Cannon | ▪ Suntory Water Group |
| ▪ Georgia-Pacific   | ▪ UPS                 |

### EDUCATION

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1991 – 1992	Master of Arts, English: <i>The College of William and Mary, Williamsburg, Virginia.</i>
1987 – 1991	Bachelor of Arts, English, <i>cum laude</i> with honors: <i>Washington and Lee University, Lexington, Virginia.</i>