

Kristin Zeluff, Freelance Writer

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Professional Goals:

I am seeking opportunities as a writer/editor of a wide variety of materials, including but not limited to: articles, brochures, technical manuals, online help, instructional documentation, and web content.

Strengths:

I possess the ability to:

- write clearly and concisely, with an enjoyable and accessible voice;
- balance many responsibilities;
- organize and prioritize tasks;
- learn quickly and independently;
- be flexible.

I am skilled in the use of: Adobe Pagemaker, Framemaker and Photoshop; Macromedia Dreamweaver; Microsoft Word, Excel and Publisher, and WordPress.

Professional Experience:

Since 1997, I have been employed as a technical writer by both an automotive software firm and a video networking company, and had steady work as a freelance writer. I have also contributed articles to a family-oriented local magazine, and worked with local and remote professionals to produce informative brochures and marketing fliers.

Freelance Writer

Infinity Dental Web • 311 N. Greenwood St., Mesa, AZ 85207 www.infinitydentalweb.com 480-273-8824
March 2009 – present (ongoing)

Duties: Produce optimized content for client web sites and optimization of previously existing content, design changes and maintenance to existing web sites using Dreamweaver, blog setup and maintenance using WordPress.

Freelance Writer

WATT Publications • 303 N. Main St., Suite 500, Rockford, IL 61101 www.wattnet.com 1-815-966-5418
March 2009 – present (ongoing)

Duties: Conduct interviews and complete articles for trade publications; upcoming articles in *Sideroads* (June 2009 issue, Dealer Spotlight feature) and *Merial Selections* (January 2010 issue, Leaders and Legends feature).

Freelance Technical Writer (subcontractor)

CooperTech, LLC • 8135 Cox's Drive, Portage, MI 49002 www.coopertech.us 269-327-1217
September 2004 – present (ongoing)

Duties: Complete technical documentation and online help revisions on a wide variety of equipment and software.

Freelance Writer

Maestro eLearning • Portage, MI www.maestrolearning.com 800-319-2122
January 2008 – present (ongoing, as needed)

Duties: Provide content and organization for development of e-learning courses.

Freelance Writer

United Digital Integrators, Inc. • 13463 State Road 23, Granger, IN 46530 www.1UControl.com (574) 273-9039
March 2006 – November 2006

Duties: Marketing fliers and classroom user's guide for 1UControl product.

Freelance Writer (print magazine has been sold and is currently on hiatus)

Great Lakes Family Magazine • P.O. Box 714, Kalamazoo, MI 49004-0714 www.glfamily.com
June 2005 – January 2006

Mind-Expanding, Wet Weather Diversions (June/July 2005)

Ready, Set...September (August/September 2005)

Prepare for the Holi-daze (October/November 2005)

Safe Toys - What You Thought You Knew (Dec 2005/January 2006)

Brochure Design

Lianne Mercer, RN, MSN, CPT • 113 W. Creek St., Fredericksburg, TX 78624 www.texaspoetry.com

Duties: Worked with the poet to produce a brochure for distribution at book signings and poetry workshops. View the brochure online at: <http://texaspoetry.com/brochure.pdf>.

E-Rate Specialist (Independent Contractor)

System Concepts, Inc. • 6585 N. Avondale, Chicago, IL 60631

Note: This company has become part of Interactive Campus Technologies.

October 2004 to January 2005

Duties: Produce and maintain all support and marketing documentation related to E-Rate sales; provide support for any E-Rate applicants throughout process; maintain thorough knowledge of E-Rate program.

Technical Writer/E-Rate Specialist

SAFARI Technologies, Inc • 63855 M-40 Highway, Lawton, MI 49065 www.safaripathways.com 269-624-7123

August 2001 to September 2004

Duties: Produce documentation for new hardware and software and maintain legacy documents; edit text for press releases and website; produce and maintain all support documentation related to E-Rate sales.

Technical Writer

SPX Corporation • 8001 Angling Road, Portage, MI 49024 269-329-7600

September 1997 (through contract to Media1) to August 2001

Duties: Document software procedures; edit graphics; document design; documentation of departmental procedures.

Education:

- Western Michigan University, Kalamazoo, MI
Graduate study in Speech and Language Pathology Fall Semester, 1995
- Michigan State University, East Lansing, MI
Bachelor of Arts, Audiology and Speech Sciences, 1995, High Honors
- Grand Valley State University, Allendale, MI
Course of Study: Special Education/Psychology, Focus on Hearing Impaired Education, 1987-90

Professional Skill Enhancement:

- *Achieving Top Search Engine Positions*; Education to Go online course, January 2009
- *Introduction to FrameMaker*; conducted by Tammy Douglas, September 2008
- *Write Fiction Like a Pro*; Education to Go online course, June 2008
- *Writing for Children*; Education to Go online course, February 2008
- *How to Write User Manuals: A Technical Writing Workshop*; Padgett Thompson, March 2001
- *How to Design Attention-Grabbing Brochures, Catalogs, Ads, Newsletters and Reports*; Skillpath Seminars, November 1999
- *Adobe Photoshop/Illustrator Conference*; CompEd Solutions, June 1999
- *Winhelp Training Seminar*; conducted by Tim Cooper of Media 1, July 1998
- *Visual Presentation of Data and Information Seminar*; Edward Tufte, August 1998

Interests/Activities:

- Editor/Contributor for the Amberly Elementary APTO Newsletter.
- Ongoing volunteer involvement with Portage Public Schools.
- My hobbies include running, reading, golf, tennis, and gardening.

Summary:

My greatest strengths as a writer are my enthusiasm and positive attitude. I relish a challenge, and have a gift for creating clear, accessible documentation to help people relate to complicated technical information. Because my work history and interests are eclectic, I am comfortable working with people from all walks of life, and my communication skills are superb. I am versatile, organized and conscientious.