

# **Sally Elizabeth Slack**

## **World Class Writing Since 1990**

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*Experienced. Versatile. Reliable. Knowledgeable.*

### **Special points of interest:**

- Writing experience includes books, freelance articles (print magazines and online sites such as Office.com and Microsoft.com), marketing materials, corporate communications and corporate education spanning business strategy and operations to technology and human interest.
- Knowledgeable in business transformation and process management methodology. This background includes, but is not limited to, enterprise resource planning documentation, service-oriented architecture design and development support, application communication management, and systems integration and standardization research and development.
- Key member of corporate communication campaigns such as company restructuring, product launches and internal topic awareness (i.e. company expansion into financial services; domestic violence, etc.)
- Speechwriter for president of a Fortune 12 company and wrote numerous communications for varying levels of vice presidents.

**Experienced.** Online and print writing, editing, and proofing in both a supervisory and hands-on capacity. Proven writing and editing skills with ability to write for any audience or medium. Skillful manager of writers, designers, photographers and PR representatives. Multimedia writer and director. Specialist in business and technology writing, including internal education plus training guides, tip sheets and testing materials in both print and online formats. Online contributor to three Microsoft Web sites and author of four books.

**Versatile.** Freelance work in numerous US and international publications includes all aspects of technical and feature writing. Specifically: pitching feature story ideas; research; identifying and interviewing sources; fact-checking sources; documenting processes, developing and proofing instructions; translating "tech-speak" into clear, concise documents; and completing articles on or before deadline with little editing required. Managing editor of three magazines and one company wide newspaper (circulation 108,000 in the U.S. and Canada). Expert in editing copy, designing news and feature pages, proofing, and overseeing reporting staff. Sound news judgment, strong ability to develop and assign story ideas, oversee all aspects of production, and maintain a commitment to excellence. Can edit documents in hard copy and electronic formats.

**Reliable.** Respected, skilled member of business strategy and communication teams for Fortune 100 companies. Key member of Lenovo's Business Transformation team, IBM's TeleWeb and Business Partner business strategy transformation team, and State Farm's Workforce of the Future. Expert in communication strategies, messages, tactics, and articles for variety of situations, publications, products and services. Many projects involved the President or CIO Offices or regional executive offices and required a high degree of confidentiality, sensitivity, and intuition.

**Knowledgeable** in the following: Siebel, Citrix, Java, XML, DB2, Office 2003, Office 2007, Windows 2000, Windows XP, Windows Vista, Groove 2007, Lotus Sametime, Lotus Notes . . . and always learning!

**1990 to present**     *Freelance Writer and Author, CNET Do-It-Yourself Digital Home Office Projects (2007), Breakthrough Windows Vista (2007), PC Magazine's Office 2007 Solutions (2007), The Personal Financial Advisor's Guide to the Microsoft Office System (2005), The Accountant and Auditor's Guide to the Microsoft Office System (2005), The Financial Analyst's Guide to the Microsoft Office System (2005), A Public Relations Survival Kit (2002).* **Corporate writing** responsibilities included general, strategic, marketing and technical internal communications and education (plus case studies, brochures, training guides, tip sheets and testing materials in both print and online formats). **Freelance and/or contract writer** for companies such as Microsoft, Lenovo, IBM, Sony, Warmbrodt Hotels, Heritage Media Corporation, L2S Communications, Office.com, Studio B, and State Farm Insurance Cos. Regular contributor to IBM DeveloperWorks and three Microsoft Web sites: MS At Work, MS At Home and MS Office Online. Skilled in MS PowerPoint presentations and Outlook. Many other articles accepted by both regional and national magazines such as *Fit* and *Family Digest*. Writer and editor of *Heartbeats*, a non-profit's newsletter.

**1997 to 1999**     *Public Affairs Assistant Manager, State Farm Insurance Cos., based in Greeley, Colorado.* Supervised 18 people in three Western states in all aspects of communications and legislative, community and media relations. Responsible for all internal communications including regional Web content and eight print publications. Speechwriter for the five top executives in the region. Wrote annual regional business plans and insurance backgrounders. Scripted sales rallies, conventions and videos and wrote internal education, training guides, tip sheets and testing materials in print formats. Wrote synopses of numerous meetings for executives. Ghosted articles for executives and others, relied upon to strategically plan and implement communication plans on a variety of topics.

**1996 to 1997**     *Public Affairs Supervisor, State Farm Insurance Cos., Corporate Headquarters, Bloomington, Illinois.* Primary responsibilities: Managing editor of company wide newspaper (*The State Farm Times*), key communicator for various internal messages for the President's Office and strategist for re-organizational changes as well as internal and external promotional campaigns. Duties included writing annual report and other special national publications, helping to establish the company's first Internet site as well as an intranet presence for *The Times*, traveling nationwide for video interviews, motivational speaking for regional events, assisting regions with communication training needs, and chairing editorial board and various special project committees. Worked closely with legal departments and various executive levels. *Member:* President's Office Communications Council.

**1994 to 1996**     *Communications Supervisor, State Farm Insurance Cos., Salem, Oregon.* Supervised communications for a six-state region. Managing editor of two monthly regional in-house magazines: wrote articles, edited magazines, ghosted articles for regional executive office and supervised a staff of designers and writers. Advised executive office on strategies for internal communications. Also wrote human resources and underwriting education, scripted videos and slide shows, created special event publications, and handled other special projects such as regional convention and large meetings. Handled internal promotional campaigns, generating ideas and copy. Duties included creating ads and writing press releases.

**1986 to 1994**     *Claims adjustor and underwriter, State Farm Insurance Cos., California and, Oregon*

**1986**                 *Cal Poly San Luis Obispo, Bachelor of Arts, English.*