

*Sally Elizabeth Slack*

*World Class Writing since 1990*

[sally@sslack.com](mailto:sally@sslack.com)

*Writer. Author. Editor. Overall cool chick who knows how to meet a deadline.*

#### Special points of interest:

- Writing experience includes authoring books, developing educational materials, and writing freelance articles, marketing materials, and corporate communications spanning business strategy and operations to technology and human interest.
- Skilled 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.
- Developed educational materials for IBM, Lenovo, HP, Sony, Disney, TheraRx, Sanofi Aventis, and Microsoft.
- Speechwriter for the 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.

#### *Versatile.*

**Freelance work in numerous US and international publications** includes all aspects of technical and lifestyle 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. 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.

#### *Reliable.*

**Respected, skilled member of business strategy and communication teams for Fortune 100 companies.** Key member of business strategy transformation teams. 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!

## Career Highlights

### 1990 to present *Freelance Writer and Author*

*Breakthrough Windows Vista (Microsoft Press, 2007), CNET Do-It-Yourself Digital Home Office Projects: 24 Cool Things You Didn't Know You Could Do! (McGraw-Hill, 2007), Brilliant PowerPoint 2007 Pocket Book (Prentice-Hall, 2007), Brilliant Access 2007 Pocket Book (Prentice-Hall, 2007), PC Magazine's Office 2007 Solutions (Wiley, 2006), The Financial Advisor's Guide to the Microsoft Office System (Agility Press, 2005), The Accountant's and Auditor's Guide to the Microsoft Office System (Agility Press, 2005), The Financial Analyst's Guide to the Microsoft Office System (Agility Press, 2005), and A Public Relations Survival Kit (Grendel Press, 2002).*

**Freelance and/or contract writer** for companies such as Microsoft, Lenovo, IBM, Sony, HP, CDW, Sanofi Aventis, TheraRX, Disney, Warmbrodt Hotels, Office.com, and State Farm Insurance Cos.

**Numerous articles** accepted by both regional and national magazines such as *Fit* and *Family Digest*, as well as online business and technical sites such as IBM Developerworks and Microsoft at Work.

**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).

### 1986 to 1999 *State Farm Insurance Cos.*

*Exited as Public Affairs Assistant Manager based in Greeley, Colorado, with more than five years in public affairs and communications positions including editor of the company's first national employee/agency publication (circulation 108,000).*

## Education

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

*References available upon request.*