

Sally Elizabeth Slack

World Class Writing since 1990

Loveland, CO

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

Special points of interest:

- Writing experience includes authoring books, developing educational resources, and writing freelance articles, marketing and public relations materials, and corporate communications spanning business strategy and operations to technology and human interest.
- Developed educational materials for IBM, Lenovo, Oracle, HP, Sony, iVillage, TheraRx, Sanofi Aventis, Microsoft, ClipTraining.com, and more.
- 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.
- Speechwriter for the president of a Fortune 12 company and wrote numerous communications for varying levels of vice presidents. Trusted corporate communications advisor.

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: Microsoft Office (currently working with Office 2010 technical preview), Siebel, Citrix, XML, Java, Windows XP, Windows Vista, Groove 2007. . . and always learning!

Career Highlights

1990 to present *Freelance Writer and Author*

Author of 11 books, including *PowerPoint Graphics and Animations Made Easy* (McGraw Hill, 2008), *Windows Vista: Home Entertainment with Windows Media Center and Xbox 360* (Microsoft Press, 2007), *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), and *PC Magazine's Office 2007 Solutions* (Wiley, 2006).

Freelance and/or contract writer for companies such as ClipTraining.com, Microsoft, Lenovo, IBM, Oracle, Sony, HP, CDW, eHow.com, Examiner.com, Sanofi Aventis, TheraRX, 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. Also created content for and managed internal web sites to support technical deployments.

Educational materials span instructional design, simulations, 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 management positions including editor of the company's first national employee/agency publication (circulation 108,000).

Education

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

References available upon request.