

Résumé of

Sherilyn M. Jones

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CAREER OBJECTIVE:

I desire to assume a fulfilling and mutually rewarding career with the Metropolitan Power and Light Company as a **Creative Writer**, and to pursue the challenge, authority, and responsibility of a position that demands excellence, and for which I am well-qualified.

CAREER BACKGROUND:

M.D.S. INTERNATIONAL, INC., Indianapolis, IN

02/01 to Present

Job Title: Technical Writer

Accomplishments:

Analyze existing business methods and functions and their interrelationships with regard to process improvements, **and suggest** new and creative ways of doing business. I recommended streamlining similar business functions and automating their incoming call answering service resulting in the elimination of redundancy and a 43% cost savings by reducing dependency on a third-party call center.

Review incoming client requests **and determine** how the company can best meet their needs. This resulted in efficient preparation of business sales proposals, time estimates, and cost information for use in bidding on projects. Ultimately, sales grew by 22% based on my interpretations of client need and the subsequent proposals.

Write creative brochures, technical document, training materials, and marketing literature for use at sales meetings, tradeshow, and in Website development. As a result, telephone inquiries into our services increased over 25%, or 2 more calls per day.

ADAMS ROAD ENTERTAINMENT, LLC., Muncie, IN

09/96 through 11/00

Job Title: Marketing Coordinator

Accomplishments:

Manage all marketing aspects of a fast-paced entertainment agency, including design and implementation of promotional materials, scheduling and coordination of events, negotiation of contracts, hiring of entertainers, and public relations. Under my supervision, the agency developed a reputation for delivering high-quality acts at competitive prices resulting in continuous repeat business.

Write all press releases **and actively engage** with art designers, copy writers, and outside marketing firms to produce consistently outstanding promotional and communication materials. This resulted in timely placement of all advertising and improved entertainer relationships.

Publish monthly newsletter to all clientele and other agencies.

FORD MOTOR COMPANY, Dearborn, MI

09/90 through 08/96

Job Title: Technical Writer

Accomplishments:

Analyze dealership problems and frustrations using a Usability laboratory where situations are simulated and video-taped for experimental solutions. This resulted in the implementation of immediate corrective actions thus increasing customer satisfaction.

Write effective user manuals and documentation for over 5,000 Ford and Lincoln/Mercury dealership personnel across the country (based upon the feedback received from the usability experiments). This resulted in effectively addressing dealership concerns in the documentation, thus reducing the overall number of help desk phone calls.

Train company employees to deploy the usability laboratory for other company projects. This resulted in widespread acceptance and employment of the laboratory in several areas of the company.

Evaluate the process continuously looking for operational improvements.

EDUCATIONAL BACKGROUND:

Graduated: BA in Language Arts, Florida State University, Tallahassee, FL, 1989
Graduated: ABA in Management, Fort Myers Community College, Fort Myers, FL, 1986

TALENTS, ABILITIES, AND PROFICIENCIES:

Excellent writer, both creatively and technically.

People-oriented and customer-driven; everyone must be satisfied.

Exceptional communication skills, both orally and in writing.

Analytical and creative in developing solutions to problems and tasks.

Heavily experienced with the following:

- MS Office applications, WordPerfect, Harvard Graphics, PostScript, Adobe Illustrator
- Lotus Freelance Graphics, Visio Flowcharting, Photoshop, MS Publisher
- Laser and color printing; typesetting; advertising layouts
- Panasonic and Sony audio/video equipment and editing devices
- Photography

References will be furnished upon request!