ART CAMPBELL
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Skills Summary

Experienced words-and-pictures storyteller who organizes, explains, illustrates, and delivers complex technical material in multiple mediums so readers quickly find, understand, and master complex information.

Seasoned **journalist, feature writer**, photographer, and **editor** who **uses words, illustrations, and videos to tell the story** in any medium.

Community manager with strong skills using **social media,** CRM environments, and other customer interaction tools. Dell trained and **certified Social Media and Communities** (SMaC) specialist.

Team-building project manager who builds consensus and **brings projects in** on time and budget.

Creative **HTML and WordPress web designer/webmaster** for web sites, blogs, news and documentation delivery sites.

Comfortable in small and large companies and departments; likes **a startup / entrepreneurial environment.**

Customer advocate who learns the audience's needs, tasks, and learning styles and uses that knowledge to train and educate.

Comfortable working in Agile and waterfall environments in **widely distributed and culturally diverse development teams**.

Great toolsmith skills to **solve problems** and **fix broken processes**.

Likes both **software and hardware**. I keep tools in my desk drawer.

Tools

Writing Environments

Unstructured (FrameMaker and Word) and structured documents including XML and DITA, using FrameMaker.

CMS and database publishing; shared and re-purposed content to multiple media, including print/PDF documents, blogs, forums, and wikis.

Single-source development for different media: print, PDF, Kindle/e-books, online help, Eclipse help, wiki, and HTML, including HTML5.

Template, book, blog, wiki, and web site design with multiple tools.

File and format conversion from legacy environments to new systems (unstructured to structured; Flare, Word, and FrameMaker migrations).

Webworks and RoboHelp to publish to multiple delivery mediums.

Comfortable with Cloud tools and technologies including Sharepoint, Dropbox, Amazon, Google apps and Google Drive.

Electronic review, approval, collaboration, and auditing tools.

Source control tools: CVS, SharePoint, ClearCase, WebDAV.

Content Creation

Expert with Adobe Technical Communications Suite: FrameMaker, RoboHelp, Acrobat, Photoshop, Captivate. Adept with FrameMaker add-ons: Framescript, IXGen, MIF2Go, and Webworks (ePublisher). Tech Comm Suite Prerelease Team (through six release cycles).

Expert with Adobe Photoshop, Acrobat, and the main Creative Suite tools: Dreamweaver, InDesign, Illustrator, Lightroom, and Premier.

Proficient with MadCap Flare (MadCap training and beta tester), Office tools, multiple XML editors, and other writing tools.

Professional still and video cameras and editing equipment/software.

Adept with Web 2.0 tools: WordPress; Confluence; HTML and CSS editors; Google Apps including Pages/Sites; some Drupal.

Strong social media skills using Facebook, Instagram, LinkedIn, Constant Contact, Mail Chimp, Twitter, HootSuite, Kickstarter, and others.

Expert at ebook creation in Kindle and EPUB formats.

Technologies

Operating Systems

Windows client and server packages

UNIX (Solaris) and AIX, clusters

Red Hat Linux Enterprise, CentOS, clusters

Embedded Linux

Cisco and similar CLI-based OSes

Mac OS X

Some Android, including Andy (emulator)

Server, Client/Server, Virtual

Network security applications and appliances; AAA/RADIUS clients and servers; storage array management including virtual storage, deduping, disaster recovery.

Web: Apache, WordPress, Confluence, Drupal, IIS. SharePoint

Shell and some web / PHP scripting

DBs: MySQL/MySQL Cluster, Oracle and OHI

Networking

Familiar with routers, switches, network and cloud storage, and security appliances.

Layer 1 and 2 LAN/WAN: ATM, Ethernet, MPLS, WiFi, cellular

Layer 3 and 4 services: security applications, video/voice over IP, VPNs, distributed applications, middleware, storage appliances, etc.

Professional

Principal Technical Writer

NEC Energy Solutions
2017-2018   Westborough, MA

Designed and implemented new product documentation and updated existing documentation for grid class battery energy storage systems supporting solar farms, wind farms, and the electrical grid and smaller enterprise/campus systems. Documentation set includes installation, operations, and software reference manuals; safety documentation for US and international regulatory requirements; translations. Led documentation group of three writers; represented technical publications in cross-functional groups.

- Supported engineering groups that used both Agile and waterfall development methods.
- Created the company's first formal documentation product development process.
- Implemented documentation format redesign to improve usability and support multiple output formats (HTML, PDF, PDF-to-print, online help).
- Implemented shared content across the documentation set to ensure a single consistent message reached our customers.
- Used Six Sigma style continuous improvement loops to drive new product documentation process.
- Drove new and improved tool adoption for documentation production, review, and distribution
- Produced corporation's first web-based documentation.
- Implemented faster, more efficient review process to improve accuracy and accountability.
- Managed and supervised translation and localization.
- Revised legacy documentation as required.
- Started to experiment with video storytelling and video-in-documentation

Hands-on member of the installation team, in addition to documenting the process for publication.

Forged strong relationships with subject matter experts, regulatory staff, and product stakeholders in multiple departments to improve the documentation development and the review processes.

Professional (Continued)

Principal Content Developer Contract at Actifio 2015-2016 Waltham, MA	Developed, documented, and helped implement an improved server software upgrade procedure for virtual storage appliances that reduced time and effort from several days and several people to a single person working 4-5 hours. Member of cross-functional task group working in an Agile environment to develop on customer-installable upgrade procedure. Planned, wrote, and delivered company's first hardware/software installation guides for virtual storage appliances, fibre channel switches, and storage arrays. Wrote reference architecture document. Created the company's first public documentation web site using a WordPress content management system. Developed a multi-platform publishing solution going from FrameMaker to HTML5, PDF, SalesForce and SalesForce Knowledge using Adobe RoboHelp and Webworks. Applied simplified English rules to increase content understanding and ease of use by ESL employees. Developed system of variables and templates to support product OEM efforts and product rebranding. Wrote and edited troubleshooting articles for SalesForce and knowledge base pages.
Web Content Director/Writer **Contract at Fidelity Investments** 2014-2015 Boston MA	Developed and implemented a strategic plan for content management of a system architecture group's Confluence design document-of-record and API documentation site. Created page templates for standard pages and API documentation, both PDF and Confluence-based. Wrote new content and edited and rewrote existing content. Collaborated with architects on project plan spaces and other documentation that explained system architecture to less technical stakeholders. Space level Confluence admin: edited content and picked, installed, and trained staff on plugins that increased wiki functionality and usability.
Editor and Publisher **The Groton Line** 2009 — 2016 Groton, MA	Created and ran a hyperlocal news site that attracted an average of more than 1000 unique visits per day and a reach of more than 60% of 10,000 town residents. Customized WordPress site was integrated with an interactive email list (1700+ people), and social media (Facebook, Instagram, and Twitter) integration. Live coverage of meetings and special events using Storify and CoverItLive.
Dell, Inc.	Worked in two Dell business units, writing a wide variety of hardware, software, and application development documentation. Details of each position are in the next three rows.
Senior Writer Advisor **Dell Services** 2013 — 2014 Wellesley MA	Worked with Agile software development and database teams on a massive health insurance porting project for Harvard-Pilgrim Health Care. Supported two separate teams, one working on accumulator development management and the other developing pricing and adjudication processes. Created Word and FrameMaker documents to record business rules, project design, technical specifications (as-planned documentation) and detailed implementation specifications (as-built documentation). These documents became functional specifications and continued to evolved into process, configuration, and troubleshooting documentation. Harvard-Pilgrim trained in health-related privacy procedures and HIPAA compliance.
Senior Writer Advisor **Dell EqualLogic** 2011 — 2013 Nashua NH	A multi-faceted role with three components in a network storage appliance business unit: • Senior Writer role included planning, developing, producing and updating topic-based documentation. This included new products, such as web/mobile storage administration tools and legacy documentation sets for new releases using Flare 7, 8, and 9. Participated in cross-functional product teams. Monitored customer support forums, Facebook, and Twitter as a Social Media and Communities authorized "poster." • Toolsmith responsibilities included first line support for computer and network problems, authoring and production tool troubleshooting (Flare, FrameMaker, Adobe Acrobat, HTML help), and testing new tools and procedures. Liaison with L10n translation team. Worked with and trained staff on Flare, SVN, and other tools. Sharepoint admin; intranet web admin. Collaborated with writing teams to develop internal procedures and Best Practices for the department. • Build Captain responsibilities included developing department processes and procedures to publish Flare, FrameMaker, and CMS documents to print and 508-compliant PDF and HTML help. Dell trained and certified in Social Media and Communities (a six-course series).
Web Content Architect **Dell EqualLogic** 2011 Nashua NH	Developed an internal competitive intelligence web site to assist sales staff by providing competitive product information. Included multiple taxonomy web site design, implemented using multiple taxonomies in a MySQL database feeding a customized WordPress CMS back end.
Salesforce Consultant Actifio 2013-2014 Waltham, MA	Collaborated on a project to convert specialized storage optimization software book-based documentation into Salesforce Knowledge knowledgebase articles. This involved working with the documentation team and Salesforce specialists, to develop a process and tools to convert FrameMaker book-based documentation into lighter weight topic-based articles. The end result created a new documentation platform to more effectively reach the company's user community and strengthen its CRM strategy.
Senior Technical Writer **Contract at Lasermax Roll Systems** 2010 — 2011 Burlington, MA	Long-term contract with three goals: 1.) Developed an automated migration path to move legacy documents from PageMaker to FrameMaker, 2.) Developed and implemented an efficient documentation development workflow to allow single-sourcing, improve content reuse, and reduce time-to-market, 3.) Developed a documentation set for a new product that provides real-time QA for high-speed printers.
Senior Technical Writer **Contract with DSM/Sarlink** 2010 Leominster, MA	Created a standard-operating-procedure manual for SAP QM processes used by an international plastic manufacturer. Created a new internal manual for print and PDF delivery by interviewing staff, testing procedures, and implementing a standard task-based DITA-like template.

Senior Technical Writer **Contract with OpenPages, Inc.** 2009 Waltham, MA	Developed and documented AIX server cluster installation procedures for a multi-server distributed business rule application. Created new manuals and online help. Updated existing FrameMaker templates. Documented hardware and software installation and configuration, inter-server communication, virtualization, and database integration.
Senior Technical Writer **Contract with Juniper Networks** 2008 — 2009 Westford, MA	Created new content, updated, and rewrote existing material for a carrier-class RADIUS server running both on stand-alone systems and on high availability MySQL Cluster setups. Used DITA-style topic-based writing for new material. Published as XML, HTML, and PDF. Specialty areas included hardware and software installation and security configuration. Worked with developers to simplify and speed up cluster installation procedures.
Manager of Tech. Pubs **Color Kinetics/Philips Electronics** 2007—2008 Boston/Burlington, MA	Started Color Kinetic's internal technical publications department. Produced installation guides, data sheets, user guides, software and hardware manuals, and packaging for consumer and professional products. Integrated flat file and database content into documents. Set readability and ease-of-use standards to improve usability and reduce translation costs. Implemented electronic document review, approval, and audit trail to reduce review time and impact on engineers and other reviewers and to ensure that comments and edits were incorporated appropriately.
Manager of Technical Communications **Rivulet Communications** 2004 — 2006 Portsmouth, NH	First/lone writer at a video-over-IP equipment startup. Developed network planning, administration, and hardware/software installation guides; online help, terminal text help, and product-specific HTML intranet portals. All documentation was single-sourced, modular, and reusable. Worked with engineering team so that functional specs were developed in a format that evolved into the first draft documentation. Worked with programmers to develop simple and effective GUIs.
Tech Publications Consultant **Contract with Meetinghouse Data Communications** 2003 — 2004 Portsmouth, NH	Performed a use-case analysis of wireless LAN administrators' tasks. Developed a customer-centered documentation plan to reduce client and server software installation time and the number and length of phone support calls. Produced new installation and configuration documentation for half a dozen operating systems' client components, quick start guides, and online help. Also edited and rewrote print documentation to set up the firm's RADIUS server product and client software on a variety of platforms.

Education

Post-Master's Fellowship in Media Management and Entrepreneurship	Poynter Institute for Media Studies in St. Petersburg, Florida
M.S. Journalism Concentrations in magazine editing and electronic media	Ohio University in Athens, Ohio Thesis: *Microcomputer Use by Daily Newspapers*
B.A. Communications	Antioch College in Yellow Springs, Ohio

Recent Professional Training

Poynter Institute for Media Studies: Video Essentials: Shooting, Sharing and Storytelling	Intermediate writing, shooting, and editing course emphasizing use of lightweight equipment and live video capture and coverage.
National Press Photographers Association Short Course: Visual Storytelling	"All the cutting edge technology I learned in college— typewriters, film splicers, glue — is now in a museum; the one thing that hasn't changed is how to tell a visual story."— Bob Dotson, Keynote Speaker
WordCamp Rhode Island 2016	Two days of Intermediate and Advanced WordPress topics
Edward Tufte: Presenting Data and Information	"Fundamental design strategies for all information displays: sentences, tables, diagrams, maps, charts, images, video, data visualizations, and randomized displays for making graphical statistical inferences."
Poynter Institute for Media Studies: Building Effective News & Information Websites	"A practical process for building websites with HTML5, CSS3 and other essential web technologies. How responsive design can be used to build one site for multiple desktop and mobile platforms."
Dell Computer	Social Media and Communications certification.

Related Information

Memberships	Council (Board) Member and Senior Member of the New England Chapter of the Society for Technical Communication; American Society of Media Photographers; Charter member of Local Independent Online News Publishers; Online News Association, Mystery Writers of America, National Press Photographers Association
Personal Projects	Webmaster, designer, and administrator of more than 25 WordPress sites. Samples linked from artc.net. Independently publish novels and other books in print and ebook/Kindle formats. Event photography and videography. Manager of several Facebook pages and groups, a number of special interest communities, and several mailing lists. Owner and administrator of several Google Groups, including Technical Communications Suite Users, Lone Technical Writers, and the TalkAboutGroton community list. Wrote *XyWrite 4 Macros* for McGraw-Hill Publishing, 1993, and *The Expert Advisor: XyWrite III+* for Addison-Wesley Publishing, 1989. Numerous magazine and newspaper articles.