

ART CAMPBELL
4 Cliff Street
Plymouth, MA 02360
978.302.1889 artc@artc.net

Skills Summary

Experienced storyteller who uses words and pictures to deliver complex technical material so readers quickly find, understand, and master concepts and procedures.

Develops documentation using a strategic mindset to instill documentation as a part of company culture. **Focus** on quality and impact of content as a discrete product and as a key component of other products. Seasoned **journalist, feature writer, photographer, and editor** who **uses words, illustrations, and videos to tell the story.**

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

Comfortable and efficient working locally and remotely with culturally diverse and geographically dispersed teams using **Agile and waterfall development** strategies.

Customer advocate who learns the audience's needs, tasks, and learning styles and uses that to deliver valuable, useful, information.

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.**

Comfortable in small and large companies and departments; working with different systems development life cycles (SDLC); likes and contributes strongly in a **startup / entrepreneurial environment.**

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

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

Hands on and comfortable with both hardware and software. I keep a tool box in my desk drawer and my job site PPE is well broken in.

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/ebooks, 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 Confluence, Jira, Sharepoint, Dropbox, Amazon, and Google apps and 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: Framemscript, IXGen, MIF2Go, and Webworks (ePublisher). Tech Comm Suite Prerelease Team (through eight 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; Asana; Kanban; HTML and CSS editors; Google Apps including Pages/Sites; 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 Environments

Windows desktop and client/server

UNIX (Solaris) and AIX, clusters

Red Hat Linux Enterprise, CentOS, clusters

Debian and other embedded Linux

VM Ware

Cisco and similar CLI-based network

equipment operating systems

Some Android

Server, Client/Server, Virtual

Software-as-a-Service products; network security applications and appliances; AAA/RADIUS clients and servers; storage array management: virtual storage, deduping, disaster recovery.

Web: Apache, WordPress, Confluence, Drupal, IIS, SharePoint. Local and server-based help.

508 compliant content.

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

LG Energy Solution Vertech
(formerly NEC Energy Solutions)
2017-Current Westborough, MA

Design and implement documentation for new products and update existing documentation for grid-class battery energy storage systems supporting solar farms, wind farms, legacy power stations, and enterprise/campus microgrid and UPS systems. Documentation set includes hardware installation and operations guides, software manuals and online help, and safety documentation to meet regulatory requirements.

Assist marketing communications with technical content for web site and presentations.

Lead a local documentation department and supervise remote writing teams.

Forge strong relationships with subject matter experts, regulatory staff, and product stakeholders in multiple departments to improve both the documentation development and the review processes. Represent technical publications in cross-functional groups.

Hands-on member of the equipment installation team, in addition to documenting the process for publication. I have a tool box in my desk drawer.

And:

- Created the company's first formal documentation product development process.
- Use Jira to track documentation development and to provide status to stakeholders.
- Proficient with Agile, the company's PLM and documentation control system.
- Implemented documentation format redesign to improve usability and support multiple output formats (HTML, PDF, PDF-to-print, online help). This included a standard way to share content across the documentation set to ensure a single consistent message reached our customers.
- Use Six Sigma-style continuous improvement loops to drive documentation development.
- Implemented an efficient server-based review process to improve review accuracy and quality.

Professional (Continued)

<p>(Continued) LG Energy Solution Vertech 2017-Current Westborough, MA</p>	<ul style="list-style-type: none">• Daily use of Adobe Technical Communications Suite tools (FrameMaker, Adobe Acrobat, and RoboHelp) and add-ins to produce PDF and HTML documentation.• Support several engineering groups that use both Agile and waterfall development methods.• Used Webworks ePublisher to produce corporation's first online help and documentation.• Provide professional level photography and videography to enhance all manuals.• Manage and supervise translation and localization.• Began using embedded videos in documentation.• Led two documentation rebranding projects when the business unit was sold.• Led a rebranding and redesign effort to improve the company's hardware labels to ensure regulatory compliance and LG corporate branding guidelines.
<p>Principal Technical Writer Contract at OasisWorks 2021-2022 Billerica, MA</p>	<p>First writer at this software startup that develops remote server configuration and monitoring software and SaaS products. Designed initial documentation and Confluence doc templates. Develop user guides from internal documents, subject matter expert interviews, and personal experience using the product. Processed code-generated API Guides to PDF. Single source output from FrameMaker to PDF, HTML5, and Confluence. 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 are incorporated appropriately.</p>
<p>Principal Content Developer Contract at Actifio 2015-2016 Waltham, MA</p>	<p>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.</p> <p>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.</p> <p>Created the company's first public documentation/mar com 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.</p> <p>Applied simplified English rules to increase content understanding and ease of use by ESL employees.</p> <p>Developed system of variables and templates to support product OEM efforts and product rebranding.</p> <p>Wrote and edited troubleshooting articles for Salesforce and knowledge base pages.</p>
<p>Web Content Director/Writer Contract at Fidelity Investments 2014-2015 Boston MA</p>	<p>Developed and implemented a strategic plan for content management of a system architecture group's Confluence design document-of-record and API documentation site.</p> <p>Created page templates for product pages, standard pages, and API documentation, both PDF and Confluence-based.</p> <p>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.</p> <p>Space level Confluence admin: edited content and picked, installed, and trained staff on plugins that increased wiki functionality and usability.</p>
<p>Editor and Publisher The Groton Line 2009 — 2016 Groton, MA</p>	<p>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.</p>
<p>Dell, Inc.</p>	<p>Worked in two Dell business units writing a wide variety of hardware, software, and internal application development documentation. Details of each position are in the next three rows.</p>
<p>Senior Writer Advisor Dell Services 2013 — 2014 Wellesley MA</p>	<p>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.</p>
<p>Senior Writer Advisor Dell EqualLogic 2011 — 2013 Nashua NH</p>	<p>A multi-faceted role with three components in a network storage appliance business unit:</p> <ul style="list-style-type: none">• 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. <p>Dell trained and certified in Social Media and Communities (a six-course series).</p>

Professional (Continued)

2011	Web Content Architect Dell EqualLogic 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.
2013-2014	Salesforce Consultant Actifio Waltham, MA	Collaborated on a project to convert specialized storage optimization software book-based documentation into Salesforce Knowledge knowledgebase articles. This involved working with marketing, with the documentation team, and with 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.
2010 — 2011	Senior Technical Writer Contract at Lasermax Roll Systems Burlington, MA	Long-term achieved 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.
2010	Senior Technical Writer Contract with DSM/Sarlink 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.
2009	Senior Technical Writer Contract with OpenPages, Inc. 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.
2008 — 2009	Senior Technical Writer Contract with Juniper Networks 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.
2007—2008	Manager of Tech. Pubs Color Kinetics/Philips Electronics 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.
2004 — 2006	Manager of Technical Communications Rivulet Communications 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.

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: <i>Microcomputer Use by Daily Newspapers</i>
	B.A. Communications	Antioch College in Yellow Springs, Ohio

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 35 WordPress sites. Samples and links available on request. 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 <i>XyWrite 4 Macros</i> for McGraw-Hill Publishing, 1993, and <i>The Expert Advisor: XyWrite III+</i> for Addison-Wesley Publishing, 1989. Numerous magazine and newspaper articles.
