

Connie P. Giordano

11531 Delores Ferguson Lane
Charlotte, NC 28277
704.540.9985 (h)
704.957.8450 (c)

e-mail: connie@therightwords.com
URL: <http://www.therightwords.com>

Summary of Qualifications

- 20+ years experience in technical and marketing communications planning, knowledge management strategy, information design, and execution.
- Skilled strategic planner, focusing on methods to integrate communications activities to achieve organizational goals.
- Solid writing, editing, design, research and presentation skills.
- Solutions-oriented approach to utilizing emerging technologies to support corporate objectives.
- Extensive Information/User Interface (UI) design and usability testing expertise.
- Excellent working knowledge of requirements gathering, design specifications, business process analysis and ITIL framework.
- Strong background in producing targeted and effective user support and systems information in a variety of media.
- Highly successful track record in all facets of marketing communications and public relations planning, production and evaluation.
- Significant experience in developing Request for Proposals and RFP Responses for government and commercial enterprises.
- Diverse background in website design and content development.
- Project management and budget planning and execution for documentation, public relations and marketing.
- Extremely effective facilitator, trainer and coalition builder.

Professional Experience

7/06 – current **Senior Technical Advisor** (Contractor via GCI)
Evergreen Investments

Support deployment of customized software application modules for portfolio management and optimization.

- Design data flows and support processes based on system specifications and QA results; create first and second-level support documentation.
- Design, create and maintain application online help.
- Provide business, system design and usability analyses as part of UAT script design and UI modifications.
- Prioritize and track post-deployment stabilization efforts, including approved change requests, training and documentation requests, and recommended enhancements.
- Recommend changes to Sharepoint Teamsite architecture and content to support and mirror enterprise project management methodology. Maintain document repository.
- Provide support for training/instructional design lead by single sourcing help project.
- Design, create and maintain technical data dictionary.
- Support QA efforts in system and regression testing.

4/95 - present **Technical & Information Design Consultant**
The Right Words, Olney, MD, and Charlotte, NC

Provide strategic and tactical communications and information support consulting services for small to medium-size businesses:

Design, architect, develop and manage small business and non-profit websites.

- Develop and present integrated marketing communications strategies.
- Propose and create marketing collateral and advertising materials.
- Analyze and revise technical and functional specifications to ensure integration with product and corporate objectives.

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- ♦ Design and develop user documentation, online help, and training materials for web- and windows-based applications.
- ♦ Perform usability reviews and recommend UI and navigational approaches for web-based applications.
- ♦ Provide RFP support, including technical and functional specifications, capabilities summaries and management approach
- ♦ Lay out and design business forms such as service orders, contracts and invoices.

Clients include: Acquisition Solutions, SciMetrika , STE Software, Organic Systems, Connexus Solutions, CheyCom Solutions, Source Technologies, Dillon Natural Health, InfoPro Incorporated, Greenhill Systems, and the World Bank.

4/06 – 7/06 **Documentation Lead** (Contractor via Windward Partners) *TIAA-CREF, Charlotte NC*

Support IT Transformation/Service Evolution initiative through ITIL-based process improvements and integrated tool deployment for the largest financial services provider serving non-profits and higher education.

- ♦ Build and maintain program and project document repositories.
- ♦ Research, recommend and customize ITIL best practices for policy, process and procedure documentation.
- ♦ Create, edit and proofread program and project-level documentation.
- ♦ Collaborate with core program team on workshop content development.
- ♦ Document and distribute workshop activity summaries.
- ♦ Map current state and future state IT service processes.

1/05 – 4/06 **Knowledge Management Supervisor** **7/04 – 1/05** **Senior Technical Writer** (contractor via TekSystems) *Time Warner Cable, Charlotte NC*

IT operations support for second largest CATV operator in U.S., with 32 divisions and more than 5 million subscribers. Design and implement process improvements, technology frameworks, and content development strategies to support knowledge sharing and collaboration among technology services groups to achieve corporate objectives of innovation and improved customer experience.

- ♦ Propose and implement long-term KM strategy including repository consolidation, document inventories, information architecture and collaboration strategies.
- ♦ Design and implement department-wide process to build service level agreements (SLA) with business units and between internal technology services groups.
- ♦ Provide documentation support for Sarbanes-Oxley audit requirements.
- ♦ Lead team in deploying document management system (DMS).
- ♦ Create templates for process documentation, including policy development, change management, application administration, and user support.
- ♦ Facilitate discovery, analysis and process improvement efforts with functional teams.
- ♦ Work with project managers to develop and execute communications plans, and project and operational documentation plans for 22 projects within 12 months
- ♦ Support senior management communications through design, development and editing of presentations.
- ♦ Create, update and revise intranet content for enterprise-wide applications.
- ♦ Supervise three to five writers and analysts, and recruit and interview contractors for short-term writing/content development assignments.

2/04 - 7/04 **Senior Technical Writer** (contractor via TekSystems) *Bank of America, Charlotte/NC*

Technical writing support to Learning Practices group, corporate business unit supporting more than 108,000 employees of top 5 U.S. bank. Updated functional and design specifications, developed process flow diagrams, wrote and distributed project status meeting minutes, performed QA testing learning portal.

10/99-2/04 **Senior Information Designer** *Advisor Technology Services, LLC, Charlotte, NC* *(A Fidelity Investments Company)*

Thin-client and intranet application development for portfolio managers and trust management operations.

- ♦ Managed all technical communications efforts for desktop applications including:

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- Design, layout, content development for integrated on-line help systems (HTML and Winhelp), user and systems documentation (PDF). Managed source control of all documentation.
- Researched and performed hands-on testing of products.
- Collaborated with product and project managers to develop functional specifications and enhancements, and monitor project milestones.
- Advocated user-centered design principles during product development and testing.
- Developed training materials used by implementation staff at client sites.
- Supported mainframe documentation efforts during wind-down of operations by reorganizing and revising user documents.
- Supported product management, marketing and sales efforts by creating animated product demonstrations, HTML newsletter, sales presentations, email and print marketing materials, and marketing/sales collateral.
- Coordinated RFP responses including writing, editing, layout, presentation, and collaboration among 17 to 20 authors per response.
- Supported client-site testing/installation efforts by performing user analysis, creating test plans and participating in user acceptance meetings.
- Recommended redesign of corporate Internet web site, and designed and assisted with maintenance of intranet employee portal serving five teams and four functional departments.

11/98 - 10/99

Documentation Manager

12/97 - 11/98

Technical Writer

FiTECH Systems, LP, Greensboro, NC

Client/Server and N-tier software development and deployment for the mortgage lending industry.

- Planned, researched, wrote, designed and produced systems and end-user documentation (online help and published manuals) and internal & external training materials.
- Developed and implemented standards documents and style guides for all software products.
- Developed over 120 GUI specifications for BraVura, and proposed the navigational menu adopted for all implementations.
- Synthesized input from more than 25 developers, project managers and technical support staff to create *Implementation Guide*.
- Executed special initiatives for sales, marketing, installation, and customer support projects, including web site redesign.
- Facilitated internal and client design meetings for DOS-to-GUI conversion of MLS Gold, and presented findings to client task force.
- Participated in client JAD meetings to gather requirements for module customization.
- Produced department's annual business plan narratives, and quarterly reports for management.
- Wrote, redesigned and produced quarterly newsletter and presentations for annual users' meetings.
- Served as interim department manager for over seven months, greatly expanding the role and visibility of the department. Supervised two contract writers and internal writing and editing resources.

1/97 - 12/97

Documentation/Training Specialist

NeuralTech, Inc., Fairfax, VA

Client/Server software development for credit card processing industry.

- Developed and delivered user and systems documentation and training materials for all modules of credit card dispute processing application suite.
- Worked with senior programming staff to implement GUI redesign for NT platform applications.
- Developed initial user documentation and training for neural network-based risk management application.
- Performed software testing and user analysis and on-site installation and implementation assistance.

2/96 - 1/97

Sr. Technical Writer/Editor

Universal Systems Inc., Arlington, VA

Managed and delivered more \$400,000 in contract documentation deliverables for Department of Defense budget submission software applications, including user documentation, test plans, functional and design specifications, database conversion plans, and data dictionary. Served on object-oriented design team.

2/94 - 5/95

Director of Client Services

The Ronnie Hanna Group, Rockville, MD

Broadcast media consultancy concentrating on development of non-spot revenue sources.

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- Managed inside sales and marketing efforts, client relations, and office operations.
- Created strategic plans for marketing, corporate diversification and growth.
- Developed new information products based on client and management feedback.
- Coordinated annual client roundtable conference, including production of conference materials.
- Edited and wrote bylined articles for trade publications.
- Developed company's first direct marketing campaign with 5% response rate.
- Researched, designed and distributed weekly, monthly and quarterly publications.
- Recruited, trained and supervised in-house and free-lance support staff.

4/92 - 2/94 **Manager/Co-Founder**
HAPPY FEET SHOES, OLNEY, MD

Independent children's footwear and accessories retailer specializing in better brands.

- Supervised day-to-day store operations.
- Contributed 80% of sales volume.
- Planned and executed advertising, promotions and community relations activities.
- Developed and implemented store policies and procedures, and customer service policy that led to 44% repeat business within first 18 months of operations.
- Assisted with development of company business plan.
- Planned and executed futures and in-season buys, monitored inventory levels, and negotiated returns for non-selling/damaged goods.
- Received and stocked merchandise.
- Recruited, trained and supervised sales personnel.

8/90 - 4/92 **Public Relations/Product Manager**
National Electronics Warranty Corp., Sterling, VA

\$10 million marketer of extended service and warranty programs for retail, banking and electronics/appliance manufacturing.

- Developed company's first comprehensive public relations program, incorporating on-going media relations, new product introductions, business trade relations, bylined article placement, crisis communications, and bylined article placements that generated \$25,000 to \$50,000 in publicity with key trade media.
- Recommended and executed overhaul of point-of-purchase for high-end extended service plans.
- Collaborated with art director and senior management to design and execute first packaged service contract program.
- Created and executed public relations strategies for bank card programs.
- Managed corporate trade show /exhibition schedule and redesign of trade show booths.
- Wrote and edited all PR materials, marketing collateral, trade advertising, corporate communications pieces, and quarterly client newsletter.
- Wrote and edited new business proposals.
- Developed retail sales training program (14 modules).

8/89 - 8/90 **Public Relations Specialist**
VITEO Corporation, Lanham, MD

11/88 - 8/89 **Communications Manager**
Council on Plastics and Packaging in the Environment, Washington, DC

5/85 - 11/88 **Public Relations Manager**
The Journal Newspapers, Springfield, VA

5/83 - 1/85 **Community Relations Coordinator**
Best Products Inc., Richmond, VA

Computer Skills

Operating Systems, Database & Development Environments:

Windows XP, Windows 2000, Window ME, Windows NT, Windows 95, DOS, Macintosh 6.0 and 7.0. Documented applications developed in XML/XSLT, .NET, Java, Visual InterDev, Basic, and C++, and PowerBuilder for browser, SQL Server, Oracle, Pervasive.SQL (Btrieve), and UNIX environments.

SOFTWARE (listed in order of expertise):

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Word Processing & Office:	Microsoft (MS) Word, MS Outlook, MS Project, MS Exchange, Microsoft Works, WordPerfect (limited).
Demos & Help Authoring:	RoboHelp and RoboHelp HTML, Captivate, Camtasia Studio, Macromedia Flash (limited), HelpBreeze, DemoShield, WinWise Help.
Presentation & Modeling:	MS PowerPoint, Visio Professional, Mind Manager, Macromedia Action 3.0, S-Designor.
Spreadsheet & Database:	MS Excel, MS Access, MySQL, SQL Server, SQL Plus, MS Query.
HTML & DTP:	HTML, (with and without CSS), Macromedia Dreamweaver, MS Publisher, MS Front Page, Adobe Acrobat, Quark Express, PageMaker, HTML Express.
Graphics & Design:	Adobe Photoshop, SnagIt, Paint Shop Pro, Macromedia Fireworks, Animation Shop 1.0, MS Camcorder, Lotus ScreenCam, Macromedia Freehand (limited), Adobe Illustrator (limited).
Other:	Document Locator (document management), Sharepoint, Wiki (collaboration), Remedy CRM (defect tracking), Visual Source Safe (source control), SQA Manager, and FoxPro ESP (defect tracking).

Education

- 2005 Queens University, Charlotte, NC, MA in Organizational Communications. GPA: 3.92
1983 BS, magna cum laude, Mass Communications. Virginia Commonwealth University, Richmond. VA.

Certifications, Professional Development & Continuing Education

- 2005 People to People Ambassador, Women in Computing Delegation to Peoples' Republic of China
2005 Essentials of Management (Time Warner Cable)
2001 Certified Master of Technical Writing, Brainbench.
1999 Certified Project Manager, Tekmetrics.
1999 Certified Local Trainer (CLT), Junior Chamber International.
1989 Accredited Public Relations Professional (APR), Public Relations Society of America

Awards & Honors

- 2003 The Herschel and Cornelia Everett Foundation Fellowship (Queens University)
2002 Best Local Chapter Website, North Carolina Jaycees
2001 Junior Chamber International Senator #62-907 (honorary life membership)
2001 Jaycee of the Trimester
1998 Value Adder Hero Award, FiTECH Systems
1997 Certificate of Service, Sandy Spring VFD
1996 First Place Write Up, Maryland Jaycees
1996 Program Manager of the Year, Maryland Jaycees
1995 President of the Month, Maryland Jaycees
1994 Who's Who in America
1988 Outstanding Young Woman of America
1987 National Finalist, U.S. Junior Chamber Write Up

Memberships & Professional Affiliations

- 2005 – Present Knowledge Management Professionals (KMPro) Society
2004 – Present Association for Computing Machinery (ACM)
2003 – Present HTML Writers Guild/International Webmasters Association
2003 – Present American Society for Training and Development
1999 – 2001 Society of Technical Communications (STC)
1985 – Present U.S. Junior Chamber of Commerce (Jaycees)
1995 – 1997 Sandy Spring Volunteer Fire Department
1985 – 1992 Public Relations Society of America