

Joel Rosenberg

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Writing samples and
Other information online at:
<http://www.ellegon.com>

Sample technical white papers available in PDF format at:

ftp://ftp.networkinstruments.com/pub/product_technical_information/

Sample corporate website copy and press releases available at: <http://www.RecrUITUSA.com>

Joel is able to take flat text, be it ponderous corporate speak or laden technical jargon, and bring it to life. His copy flows, informs, engages, and most importantly, sells the reader on the product or service. It's a rare achievement to bring an inviting voice, a winning personality that draws readers in while creating a favorable impression of the company. He is also an excellent collaborator so that marketing and copy ideas flow without egos getting in the way of producing the best possible work. I highly recommend Joel, definitely worth the premium price.

-- Paddy Faustino, Former Vice President Strategic
Development RecruitUSA

Seeking:

Copywriting/Technical Writing/Editing Position or Contracts

Skills:

Writing, technical research, writing, online research, *writing*, help desk, copywriting, editing, website copy, document maintenance, phone support, one-on-one and group instruction, **writing**, Internet, HTML, ~~proofreading~~, proofreading, copyediting, writing, software installation and maintenance, **writing**, and, well, writing.

Orientation:

Writing *Matters*.

"The difference between the right word and the almost right word is the difference between the lightning and the lightning bug."

-- Mark Twain

Tools:

FrameMaker, Quark, RoboHELP, Microsoft Office, Word, Excel, Ascend, Access, Outlook, PowerPoint, Windows 98, Windows 2000, DOS, Unix, OS/2, Microsoft Office, Star Office, OpenOffice.org, Lotus Notes, Lotus WordPerfect Suite, Visio, Corel Draw, Corel Photopaint,

PhotoShop, emacs, PageMaker, Frontpage, Dragon Dictate, Dragon NaturallySpeaking, Chicago Manual of Style, AP Stylebook, lots of others; if you don't see it here, ask.

I only mention the tools because they matter to some people. When you need your appendix taken out, you hire the surgeon, not the scalpels. Scalpels are cheap.

Don't hire me because I'm a FrameMaker expert*. Hire me because I know how to write.

Recent Professional Employment:

Senior Writer [Contract]:

American Association of Certified Firearms Instructors, Inc., St. Paul MN, January 2003 to present

As the voice of the enterprise, I'm responsible for all corporate documentation and documentation research. Among my accomplishments was writing *Everything You Need to Know About (Legally) Carrying a Handgun in Minnesota*, the definitive book on the subject, which has been published by AACFI and now is in its second printing. I'm working on revising and updating it for both Missouri and Wisconsin. Additionally, I developed and wrote the course material based on the book, as well as the enterprise's marketing collateral and website copy.

Senior Technical Writer [Contract]:

TIE Commerce, Inc., St. Paul MN, May 2002 to June 2002

I rewrote and originated manuals and helpfiles for and marketing and sales collateral for TIE Commerce, a software manufacturer in the B2B eCommerce integration software marketplace, modifying and applying standards for corporate language and terminology usage, thereby giving a more consistent and professional look to corporate publications and communications. The project involved legacy format to XML/SGML migration and legacy helpfile format to RoboHELP, as well.

Senior Copywriter [Contract]:

EMA, Inc, St. Paul MN, February 2002 to April 2002

I rewrote and originated marketing and sales collateral for EMA, Inc., a consultancy organization in the public utilities reorganization marketplace, with an emphasis on brand development and management, establishing, modifying and applying standards for corporate language and terminology usage, thereby giving a more consistent and professional look to corporate publications and communications.

Senior Copywriter [Contract]:

RecruitUSA, Minneapolis MN, February 2001 to July 2001

Reporting directly to the CEO, I was responsible for the accuracy, appearance, and -- most importantly -- the content of sales collateral, press releases, marketing proposals, website copy, etc. In addition, I acted as a writing and communication resource for corporate officers, the sales, marketing, IT, and business development departments, and the technical support department.

Some highlights:

- * Championed and led the brand development team, developing new brand names to productize services and leverage the company's position in the constantly changing, evolving, Internet Recruitment field.
- * Wrote copy for, documented, and co-designed the PostJobsEverywhere website, a Java/JSP/ASP-based webset application which allows companies to post job listings to

* Although I am. With six years heavy experience with it, I'd better be.

- multiple premium career hubs and websites from a single, user-friendly interface.
- * Established and applied consistent policies to attract and leverage newspaper and other media coverage of company, resulting, among other things, in a front page article in the Sunday Business section of the Star Tribune on the company and its CEO.
 - * Established and applied standards for corporate language usage, thereby giving a more consistent and professional look to corporate publications and communications.

Senior Technical Writer and Documentation Manager:

Network Instruments LLC, Minneapolis MN, June 1998 to April 2001.

Responsible for the accuracy, appearance, and content of manuals, press releases, and all other corporate publications, from first draft through final production. In addition, I acted as a writing and communication resource for corporate officers, the sales department, and the technical support department.

Some highlights:

- * Championed, managed, and supervised migration of product documentation from PageMaker to FrameMaker, thereby protecting the viability of frequently-revised documentation.
- * Supervised, managed, and largely performed the breaking up of unmanageably-large product documentation into more modular and consistent pieces.
- * Negotiated, managed, and supervised outsourcing of additional documentation migration services.
- * Established standards for corporate language usage, thereby giving a more consistent and professional look to corporate publications and communications.
- * Established consistent policies to leverage positive product reviews, and refined policies to minimize the effect of negative reviews.

Freelance Writer:

Ellegon, Inc., 1983 to Present.

Contract copy, technical and technical-related writing services: company profiles and job descriptions for Internet sourcing, user manuals, software reference guides, websites, hardware manuals, RFPs, product literature. In addition to the best-selling Guardians of the Flame fantasy series and eleven other novels, I've written nonfiction for Avon Books, the New York Times, and Writers' Digest Magazine, among other publications.

References:

References available on request.

A note:

What I bring to the table isn't just speed -- although my turnaround is far faster than most -- but quality. That's why I've emphasized that here.

Yes, I know: everybody says that they want the best manuals, marketing collateral, reports, website copy, product literature, documentation.

But, in practice, for most companies, most of the time, that's simply not a top priority.

Explaining something as difficult as, say, protocol analyzers isn't something that every writer can do at all, and there's not a whole lot of folks who can write about technical and nontechnical matters for both a technical and mainstream audience as clearly as I do, or use layout and design to as good effect in communicating information-- that sort of skill commands even more of a

premium than a facility with the lesser-used commands in Frame or Robo.

Tools are easy. Writing -- writing *well*-- isn't.

I know that sounds boastful, but as Will Sonnet used to say, "No brag, just fact."

Samples are available on request.