## *Laurie Ruggles*                                    *Email: Laurie@web-witch.com*

## *Qualifications*

- Ability to take projects from the original idea, through the design and creation process, to the finished product whether paper-based or web-based. This includes:

  - web design/implementation
  - web page maintenance
  - user manuals
  - process flows
  - training materials
  - online help
  - illustrations
  - packaging design

  - ad copy
  - press kits
  - marketing collateral
  - policies and procedures
  - classroom materials
  - proposals
  - creating style guides and standards
  - technical specifications

- Experienced leading and implementing large-scale projects.

- Over fifteen years experience in technical writing and marketing collateral.

- Excellent written and oral communication skills plus a demonstrated ability to interface with all levels of management including senior management. Member of MENSA.

- Experienced with a large variety of software and systems including:

  - Dreamweaver
  - Photoshop
  - FrameMaker
  - Robohelp
  - CorelDraw
  - Illustrator
  - Visio

  - Acrobat
  - Ventura
  - Pagemaker
  - Microsoft Word/Excel/PowerPoint/Access
  - HTML
  - Apple OS X
  - Windows 95/98/NT/ME/XP/2000

## *Experience*

*12/02 - Present*   **pMachineHosting.com/Gippy's Internet Solutions**
*Documentation and Support Manager*

- Troubleshoot client problems with web pages and functions including web authoring problems, multimedia development issues, server issues, non-standard software and PHP database issues.
- Daily use of web server functions, configuration tools and procedures.
- Responsible for user documentation, policies and procedures, online help, and online support.
- Currently developing a knowledge base for user issues.
- Creating tutorials and documentation for web developers.
- Duties also include developer support, customer relations, web server hardware/software installation, and pre-sales communications.

*4/04 -*
*8/04*

**Allied Surgical (Beverly Hills Surgical Institute), Beverly Hills, California**
*Marketing Manager*
- Created and implemented new corporate look with new colors and branding across print advertisements, marketing collateral, and web.
- Designed web presence including web page design and keyword purchases on search engines.
- Responsible for design and creation of print advertising, marketing collateral, and corporate image materials.

*5/01 -*
*12/02*

**Bank of America, Dallas, Texas**
*Technical Writer/Knowledge Base System Administrator/Curriculum Developer*
- Created paper user documentation, online help, training materials, policies and procedures, and intranet web pages for web-based applications.
- Introduced department to modern technical writing tools including digital output. Established documentation standards and created templates and procedures. Team leader for internal support knowledge base.
- Responsible for creation and execution of a knowledge base of support information for over one hundred different pieces of internal software using Dreamweaver and Robohelp Server.
- Wrote the functional spec for the knowledge base and took it through testing, training, and implementation including designing the templates, writing procedures and as team leader supervised technical writers adding information to the knowledge base.
- Developed course materials for training internally-developed software.

*1/84 -*
*Present*

**Contract Marketing/Web Design/Technical Writing/Business Analyst**
Providing contract services including marketing collateral, web design, technical writing, presentations, proposals, and training services. Projects have ranged from implantable insulin pumps to disaster modeling software for the insurance industry. Highlights include:
- *MiniMed Technologies*: Created user guide and doctor installation guide for an implantable insulin pump.
- *PacifiCare*: Created managed care contracting procedure manuals and answers to RFPs. Also created and documented Access databases for staff use.
- *Golf 2000*: Designed and implemented the television show's website.
- *ROHR*: Public relations and marketing collateral for a durable medical equipment company.

*1/00 -*
*9/00*

**Cybertek/Mynd, Dallas, Texas**
*Senior Technical Writer/Business Analyst*
- Responsible for maintenance of multi-volume documentation set including online documentation.
- Worked with the Access database for software discrepancies.
- Additional projects included style guide and testing for upcoming transition to HTML help.

*9/97 -*
*8/99*
**Paciolan Systems, Inc., Long Beach, California**
*Senior Technical Writer*

- Responsible for producing user documentation, training guides, and other user documents for ticketing system software.
- Coordinating all aspects of documentation production including publishing through Docutech printers and to CDs.
- Created company's first style guide setting company-wide standards for documents.
- Other duties include: logo design, design of manual formats, vendor selection, and product packaging design on a budget.

*2/93 -*
*1/97*
**Computer Productions, Inc. (Odyssey Online), Monrovia, California**
*Marketing Director*

- Created advertisements and marketing campaigns, designed all marketing collateral, bought media, developed marketing strategies, and arranged television appearances for an international online service.
- Wrote online help files for users new to the online world.
- Designed, wrote and published the Odyssey Online newsletter.
- Duties also included customer relations, member events, and online presence.

*2/91 -*
*2/93*
**Meridian Software Systems, Inc., Irvine, California**
*Documentation Manager*

- Responsible for producing documentation for software written in-house and contracted out.
- Other duties included: marketing materials, creation of all illustrations, design of manual formats, vendor selection, pre-release software testing, and product packaging design on very tight budgets.
- Maintained ninety-four pieces of documentation for Ada compilers and programming tools on various platforms.

*11/88 -*
*6/90*
**Platinum Software, Inc., Irvine, California**
*Senior Technical Writer*

- Responsible for writing Platinum accounting software's General Ledger, System Manager, Spreadsheet Interface, and Accounts Payable user manuals.
- Involved in all aspects of production from the initial planning stage to the camera ready product.
- Conceived and created charts, diagrams, and figures for the manuals.