

Jeff Conn

Phone: 408-693-0930

Email: jeffc2000@yahoo.com

Samples portfolio: <http://www.conn-com.com>

Linkedin page: <https://www.linkedin.com/in/jeffc2000>

Training developer | Technical writer | Marketing writer

Skills

- **Video training:** Over 50 hours video training development for internal and external audiences: Live action, whiteboard style animation, cartoon animation, PowerPoint animation, screen capture animation.
- **Technical content:** user guides, mobile app help, hardware installation, on-line help, processes, policies and procedures, operations, requirements, specifications.
- **Marketing:** tag lines, white papers, value proposition, copy, problem/solution focus, analysis.
- **Technologies:** Virtual reality, SaaS (cloud) services, mobile apps; social apps; wireless networks, web, audio/visual.
- **Graphics tools:** Photoshop, Illustrator, Visio, PowerPoint.
- **Video tools:** Camtasia, Vyond, Canva, Articulate.
- **Web2 and Mobile:** HTML and CSS.
- **Designer of sales and training presentations.**
- **B2B and B2C content authoring.**
- **Cross-functional team partnering:** Marketing, Sales, Customer Support, Product Management, Hardware Engineering, Software Engineering and Program Management.
- **DITA content developer:** Proficient at SDL Live Content, SDL Publication Manager and Xmetal editor.
- **Desktop publishing tools:** Google G-suite; Microsoft Office; Apple productivity tools; XMetal, Robohelp, FrameMaker, and Acrobat.
- **Content management tools:** Microsoft Teams, Sharepoint, Agile, Source Safe, Git, Rally, Jira, SDL LiveContent, SDL Publication Manager and Joomla.
- **Web tools:** Dreamweaver; Google Sites; Joomla.
- **Audio tools:** Logic Pro X and Garageband.

History

Caltrans (California Dept. of Transportation)

Mar 2022 – Present

- Developing mixed media video training modules for both internal and external customers.
- Content developer for SharePoint site using a variety of Microsoft apps.
- User guides, webinars, presentations.

Facebook

June 2019 – May 2020

- Internal and external training videos to support new products (Portal, Oculus).
- Web content development: ‘Oculus for Business’ support.
- Marketing collateral: ‘Oculus for Business’ sales and support materials.
- User guides and reference guides for internal operations/supply chain processes; policy and procedures supporting Oculus and Portal products.

Conn Communications

Sept 2017 – May 2019

- Soundscape design: Developed the soundtrack for a video installation regarding the “Galaxy Ecosystem” project supported in part by National Radio Astronomy Observatory (NRAO)
- California Legislative Counsel: Developed soft skill training projects for internal staff.

Plantronics

Oct 2016 – Aug 2017

- Incubation team for a new product introduction.
- Wrote user guides, process documentation and marketing collateral.

Conn Communications

Feb 2016 – Oct 2016

- Created a “responsive” website using Joomla open, content management system. Graphic design; wrote content.

Automobile Association of America (AAA)

Oct 2015 – Jan 2016

- Developed policy & procedure guides for various billing and payment processing functions (10 documents).
- Processing functions documented include member reimbursement management; account management and payment processing for emergency roadside assistance (ERS) contract service providers; accounts payable and accounts receivable procedures.

Fluke Networks

Jan 2011 – May 2015

- Authored and updated a variety of user directed help content and marketing materials for the AirMagnet brand wireless (WLAN) software products. These products enable network engineers to plan, deploy and manage wireless networks.
- Original authoring projects include Android quick tutorial; Android help system; cellular spectrum analyzer user guide; installation guide website and video training projects.
- Developed 20+ hours of video training modules for self-directed, distance learning, computer based training (CBT). Wrote the script; worked with professional talent at recording studio to record voice-over audio; used Powerpoint for animated slides; used Camtasia Studio to create video modules.
- Authored several technical white papers and best practices guides.

Web2 Enterprises

June 2008 – Dec 2010

- Authored web content for new e-commerce, social networking and multi-author blogging web sites. Content included home page text, company profiles, FAQs, help, terms of service, privacy policy and membership agreements.
- Developed website concept presentations, marketing requirements, functional specifications and promotional copy.
- Developed and managed Joomla websites.

Intel Corporation

May 2007 – May 2008

- Developed training presentations for Intel vPro Technology.
- The lead writer on cross-functional team projects. The teams were responsible for building channel and consumer awareness about new motherboard technologies, remote network management solutions, network storage solutions and network security solutions.

- Authored web site content, data sheets, training video scripts, webinar presentations and scripts, sales presentations and distance learning modules.

Calient Networks

Oct 2003 – Oct 2006

- The lead writer for a variety of technical, marketing and training projects involving optical networking products and telecommunications solutions.
- Technical writing projects included hardware installation manuals, software end-user guides and a TL1 reference guide.
- Marketing communications projects included data sheets, white papers, contributed articles, presentations and web content.
- Training projects included sales and technical training programs.

Education

B.A. Design, Brigham Young University.

Emphasis in copywriting, magazine publishing, advertising and marketing.

Completed college level courses in audio recording, MIDI, synthesizers and home studio recording.

Memberships

Former member of the AIGA and Society for Technical Communication (STC).