

2024

Steven Wicinski - Career Portfolio

Technical & Marketing Communications Professional



Steven A. Wicinski

4/10/2024

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Welcome

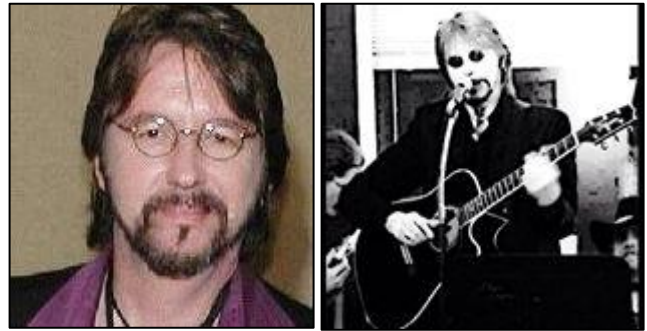
Welcome to my career portfolio!

As you will see, I have organized the content into several sections:

- Experience
- Awards and Honors
- Special Training and Certifications
- Ongoing Software Knowledge
- Performance Accolades

As needed, each section includes:

- A description about the content
- Image snapshots of the subject matter
- Links to sample documents on my website




For best results, I suggest using *Chrome* or *MS Edge* with reliable Internet access.

My first attempt for this portfolio was a PowerPoint presentation. After some thought, I decided a simple PDF would be easier to navigate.

Accessing Specific Information

The comprehensive table of contents at the beginning of the document provides easy access to all sections. Also, this PDF is built with a standard MS Word **Navigation Pane**. To use the Navigation Pane instead of (or in addition to) the TOC, perform these steps:

1. Click on the **Contents** icon  located at the upper-left of the PDF file.
The list of sections displays.
2. Using the section and sub-section pull-down menus, select the information you wish to review.
The selected information displays.

Note: Once you click outside the Navigation Pane, it disappears. To re-display it, repeat these steps.

Thank you for visiting my portfolio. If you have any questions, please feel free to contact me.

Email: steven.wicinski@earthlink.net
Mobile: (937) 671-0745
LinkedIn: <https://www.linkedin.com/in/stevenwicinski>

About Me

I started my career at NCR Corporation in Dayton, Ohio as a software programmer. During my first few years, I developed code to support banking applications such as Deposits, Loans, and ATM processing. Back then, programmers were expected to write their own technical specs and end-user documentation. After three years in that role, I realized I enjoyed writing about software more than developing it. So, I switched careers to technical writing and communications and have loved it ever since.

As some say, *"Writers are not born; they are made."* In my case, although I already had experience writing software *and* hardware documentation, I still had much to learn about planning content, audience/task analysis, and other activities expected of technical writers. Fortunately, I had some great mentors and received excellent technical training and certifications through NCR's Management College.

The rest is history. Since those early days, I advanced through all the obtainable levels of tech-writing positions at NCR, served in leadership positions, and have worked as a tech comm consultant for various other companies.

Roles & Industries

Over the years I have been fortunate to work in a variety of roles and industries including:

- Banking
- Legal
- Publishing
- Marketing
- Music
- Insurance
- Construction
- Real Estate

With new technologies and security challenges facing all industries today, I find myself working in new areas such as *Cyber Security*, *Multi-Level Authentication*, and others.

Always a welcomed challenge! I look forward to more technical and artistic adventures ahead.



What I'm Looking For

I am very flexible and always looking for a challenge. Although I've spent the bulk of my career developing technical API and marketing content to support IT environments associated with financial banking-oriented software, I have also branched out to several other industries: Legal, Construction—even Real Estate.

The following diagram depicts the types of individuals with whom I'm used to collaborating and supporting:



Going forward, I am open to working with other professionals and teams in various industries. I am interested in contract, FTE, part-time, full-time, short-term, and long-term assignments.

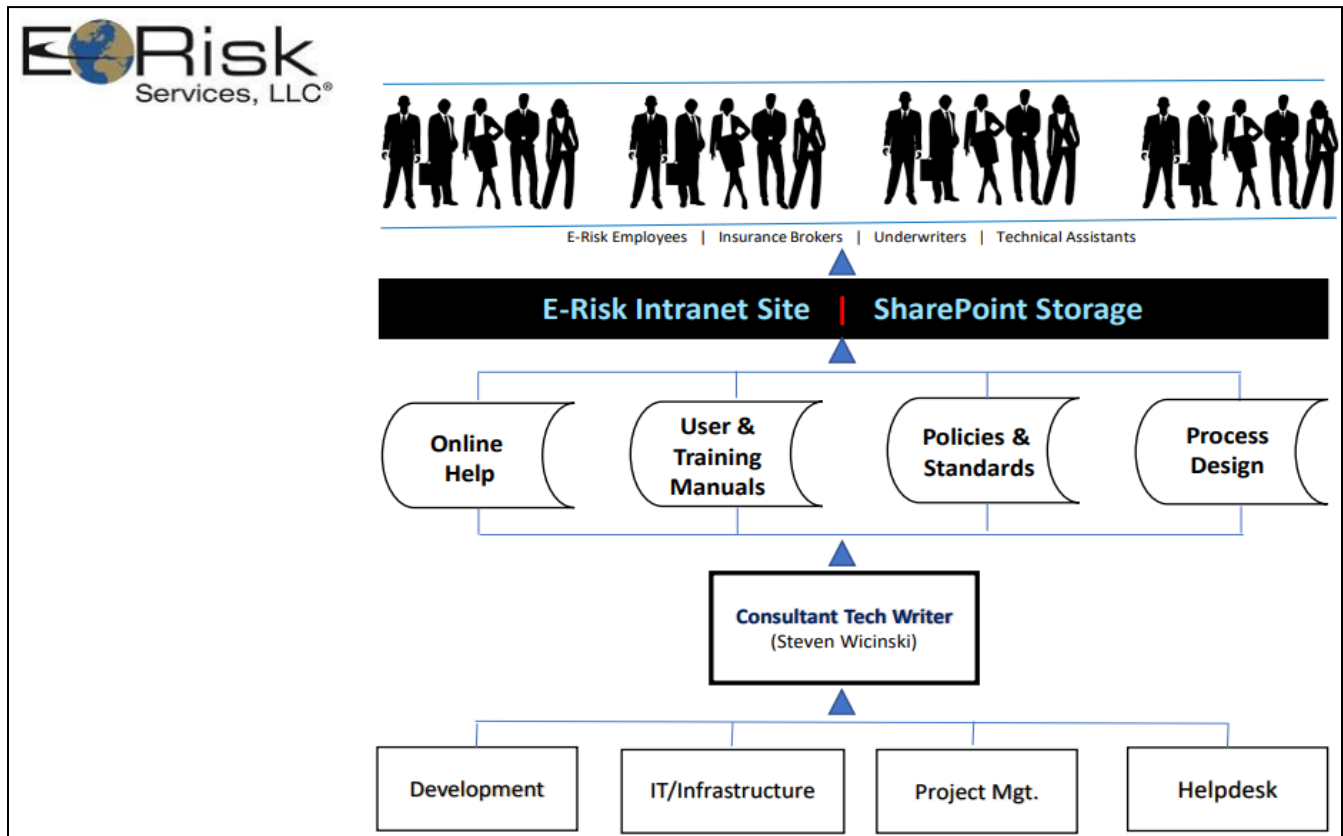
Every company needs competent, creative content developers. I love each challenge and the diversity each presents.

Consulting & Management Experience

This section provides overviews of my responsibilities at various companies.

E-Risk Services (Nationwide Insurance)

Was responsible for all IT/Infrastructure documentation and training deliverables.



Accomplishment Summary (2022 – 2023)

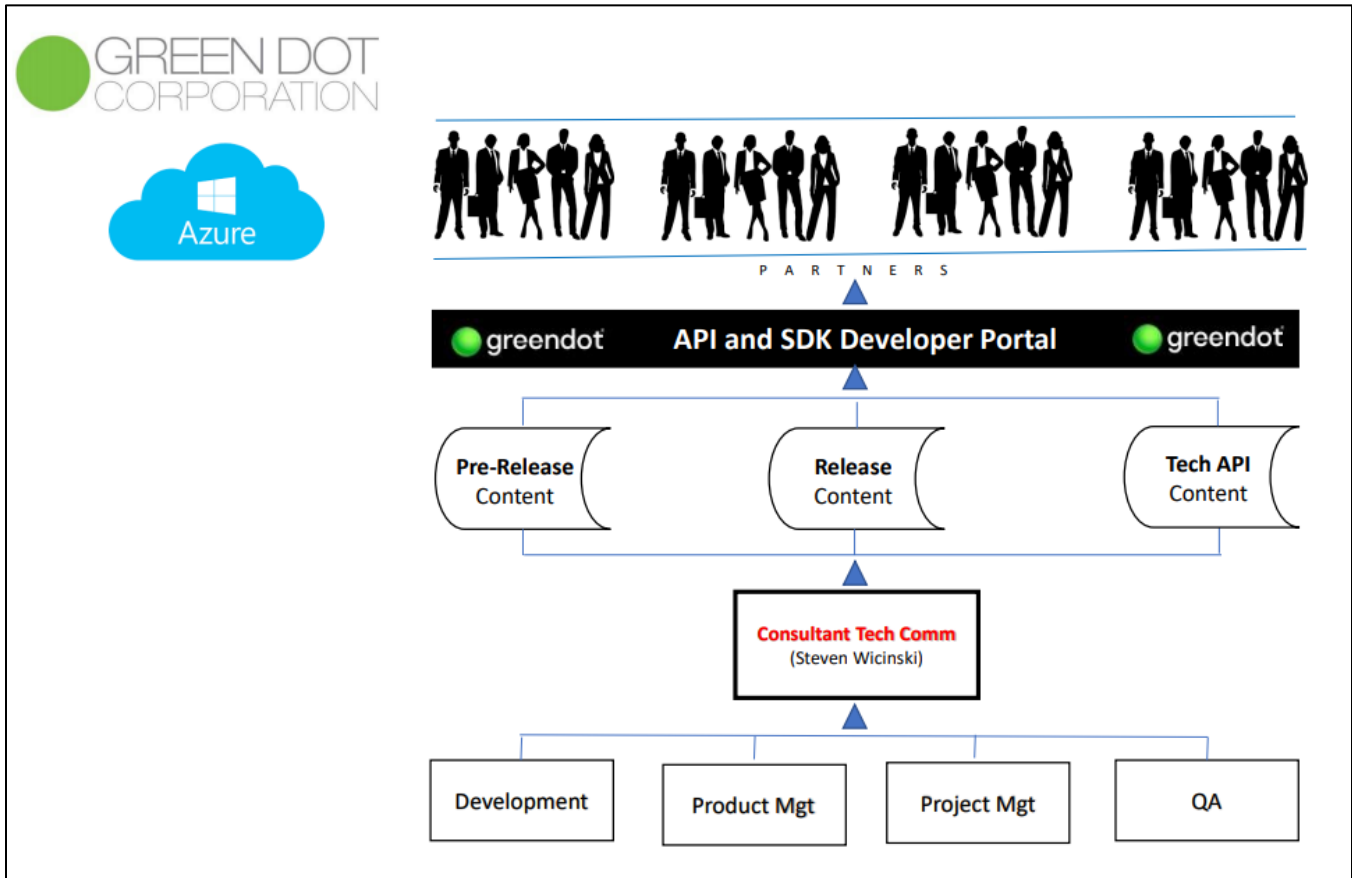
- Developed all IT/Infrastructure documentation deliverables (e.g., online help, user guides, tutorials) that provide procedures for User Management services (Employee Onboarding, Offboarding, etc.), Change Management, and daily IT operations.
- Assisted with documentation supporting applications for insurance brokers and underwriters.
- Served as a consultant for process improvements and ongoing advances in publishing capabilities.

Special Tools

- InDesign Publishing

Green Dot Corporation

Was responsible for all API releases and supporting documentation.



Accomplishment Summary (2021 – 2023)

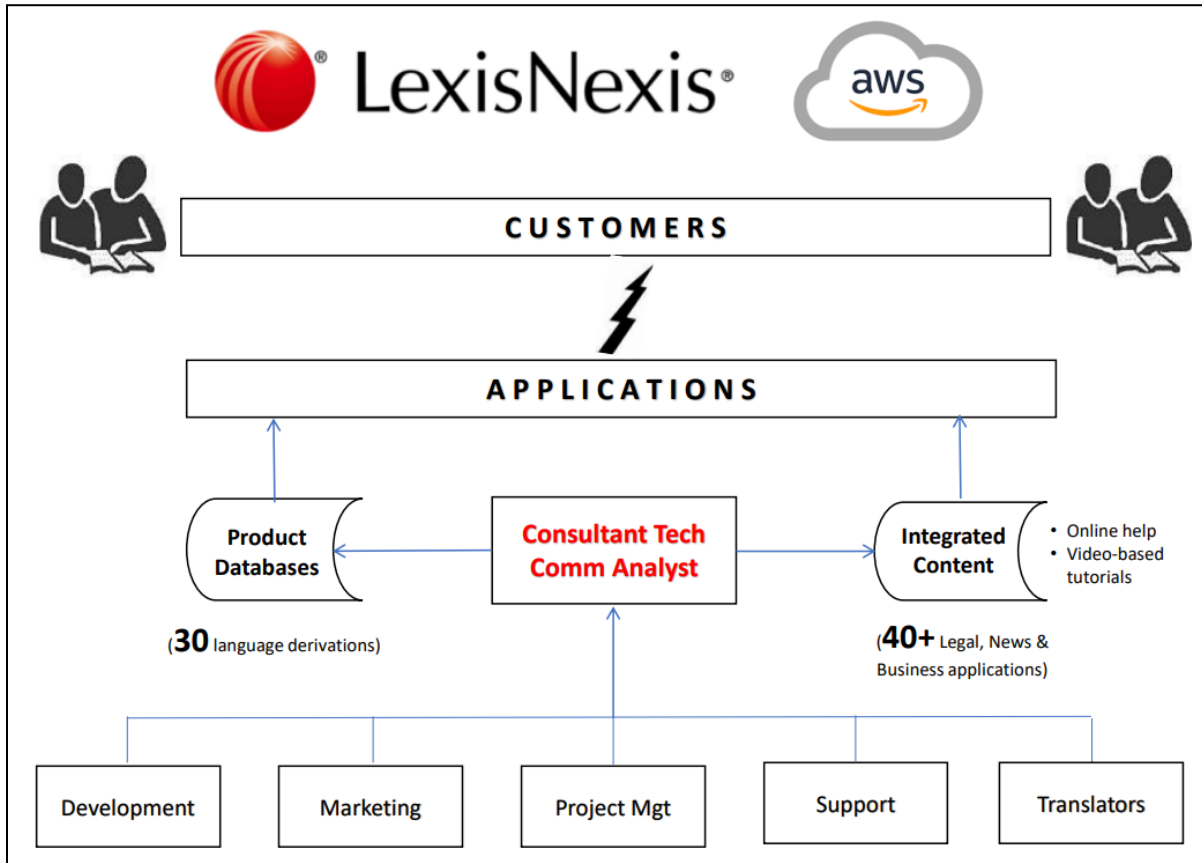
- Developed and maintained pre-release and release documentation in a fast-paced Agile/Scrum environment.
- Co-established, enhanced, and maintained an [API/SDK portal](#), transitioning from PDF content to online.
- Collaborated closely with engineers and DevOps teams (**California** and **Shanghai**) in a Cloud environment to develop API/SDK documentation with script/code examples, and to support operations and cyber security procedures for SaaS B2B apps, and server-to-server integration for customer Single Sign On (SSO) procedures.
- Routinely documented Identity and Access Management (IAM) procedures relative to API processing.

Special Tools

- MS Portal Software
- Swagger Open Source

LexisNexis

Was responsible for multi-language help systems and video-based tutorials for 40+ legal applications.



Accomplishment Summary (2012 – 2021)

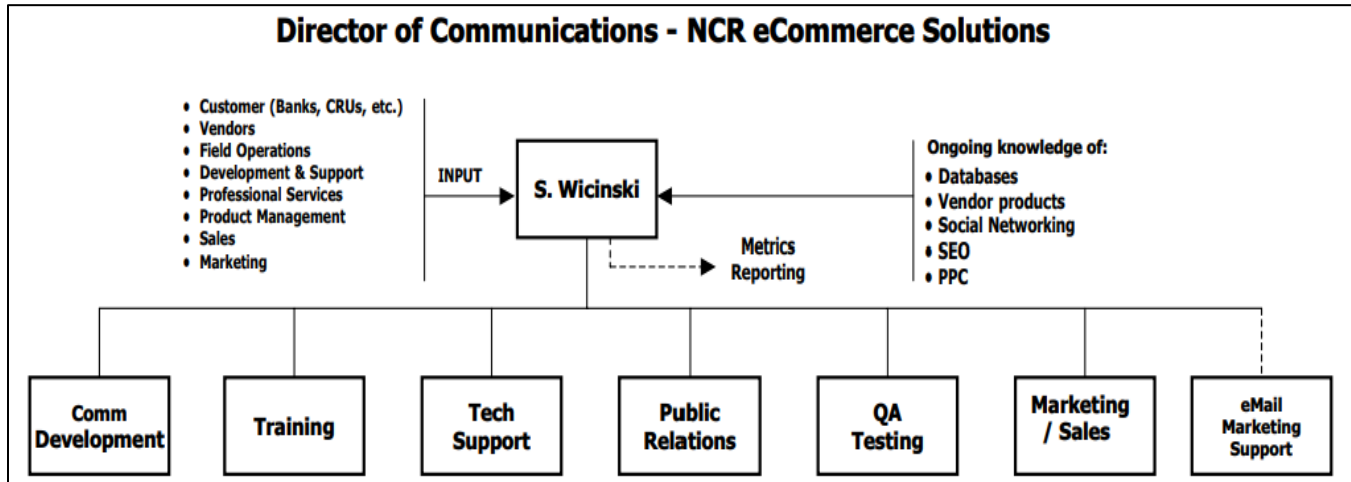
- Managed databases providing content in 30 language locales for 40+ legal/business SaaS applications.
- Designed and developed multi-language DITA and XML-based help systems, video-based training tutorials, and user manuals supporting legal and business software applications.
- Collaborated with UX designers, product management, legal counsel, DevOps teams, and marketing personnel to ensure new interfaces and features met regulations for customer Cloud delivery.
- Assisted engineers with IT compliance and software testing, ensuring high-quality deliverables.

Special Tools

- MadCap Flare
- Stylus Studio (XML Editor)
- LexisNexis TotalHelp
- Customized Excel for translation databases

NCR Corporation – Ecommerce Solutions

Was responsible for all documentation, training, and marketing deliverables supporting NCR’s eCommerce software and services. Also served as the team’s Project Manager.



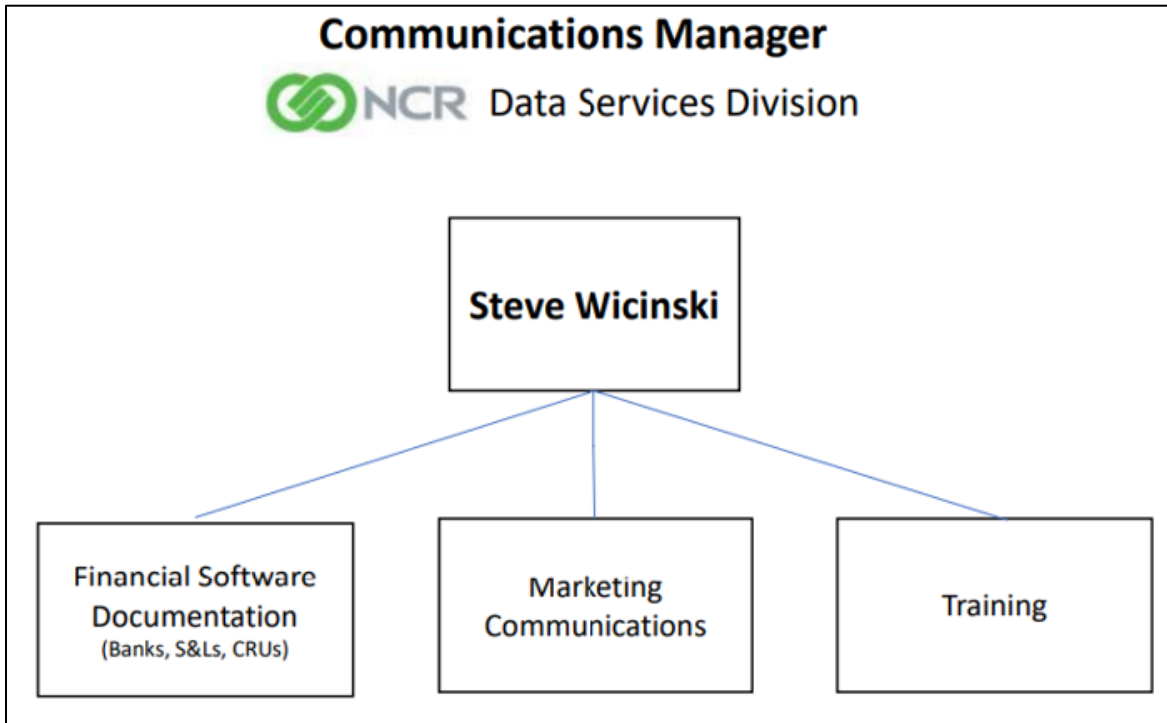
Accomplishment Summary (2006-2009)

- Led teams responsible for writing and maintaining information products and training to support internet banking systems. Deliverables included: programmer guides, functional specs, user guides, auditor guides, assorted digital media, websites, newsletters, press releases, analytic/metric reports, B2B proposals, brochures, data sheets, marketing ads, electronic campaign blasts, software demos.
- Maintained an Oracle database that served as a technical documentation/coding library of reusable software modules for new system features and functions.
- Boosted proposal-response productivity 50% by implementing an automated, password-protected web-based solution for developing and deploying RFPs online.
- Increased revenue \$700K/yr. by providing custom branded materials for Internet Banking customers.
- Served on NCR’s *Intranet Council* and routinely presented [Intranet Development Designs and Considerations](#) as standards to adopt across the company.

Employees Managed: 15

NCR Corporation – Data Services Division

Was responsible for all technical, marketing, and training communications for Commercial Bank software.



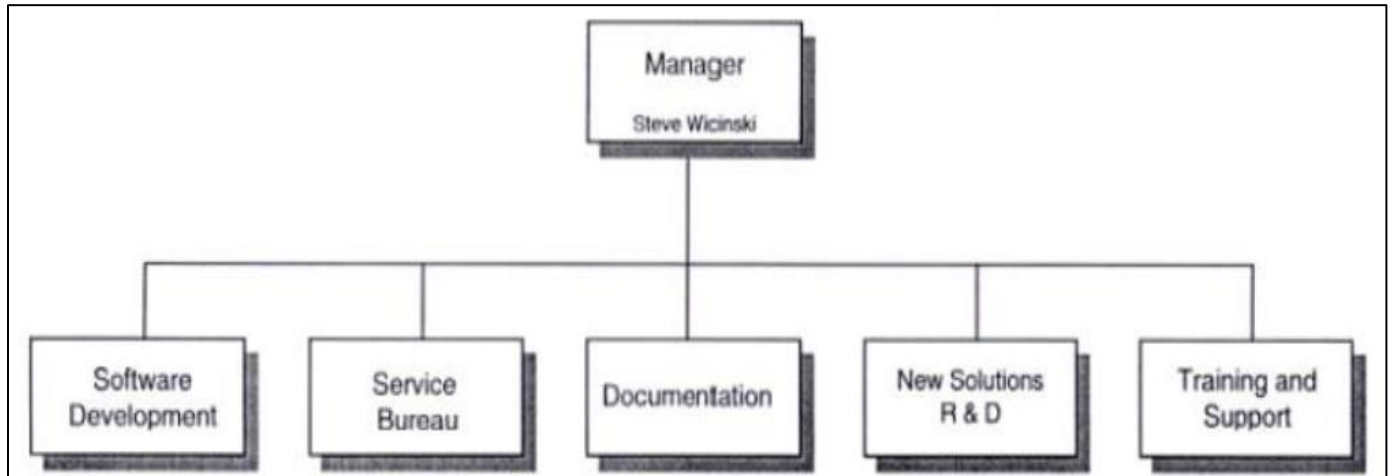
Accomplishment Summary (1998 – 2006)

- Designed, implemented, and maintained comprehensive documentation and training for Commercial Banking, Internet Banking, and Disaster Recovery solutions, supporting \$100M/yr. revenue.
- Developed writing and style guides to ensure a consistent look and feel across all company business units, eliminating branding and image inconsistencies.
- Collaborated with product management and marketing teams to roll out new branding programs for products and services, resulting in shared content and significant savings on publishing costs.
- Designed and conducted custom training initiatives to support customers and sales personnel.
- Maintained technical and user guides, functional specs, internal websites, newsletters, press releases, analytics, help systems, proposals, brochures, data sheets, marketing ads, e-campaigns, demos.

Employees and Contractors Managed: 10

NCR Corporation – Information Products R&D

Was responsible for all research and development for new publishing technologies across NCR Corporation. Also served a dual role as Project Manager.










Accomplishment Summary (1995 – 1998)

- Pioneered SGML/XML platform-independent authoring, reducing \$20M publishing budget by \$7M.
- Transitioned NCR paper documentation to [CD-ROM](#) and integrated, in-context online help incorporated into the software.
- Assigned/monitored service-bureau activities for documentation conversions across business units.
- Developed API documentation used to interface to bank applications and ATM switch processing.
- Managed team of 20 systems analysts and conversion specialists responsible for implementing software solutions for global NCR documentation and training staffs.
- Served as key technologist to pioneer open-source, platform-independent (SGML/XML) solutions.
- Was responsible for developing and deploying all related [technical guides](#), [user guides](#), [CD-ROM guides](#), [training](#), and support for users across the company





Employees and Contractors Managed: 70

WriteData Services, LLC (Freelance)

Since 1997, I have been providing content-development services for a variety of clients on a freelance basis. Following is an ongoing list of clients and projects.

Client	Work Completed
	<p>Artisans Café' – Developed the company's first and only website.</p>
	<p>Prime Nanotech, LLC – Developed the company's first website.</p>
	<p>TFori – Redesigned the company's website to enhance their web presence.</p>
	<p>AGS Analytics – Provided copywriting services to promote the company's data analytics and data-mining services.</p>
	<p>Fibre Glast – Provided consulting services on core strategies to strengthen the company's brand and relationships through SEO & Affiliate programs.</p>
	<p>NCR REA – Published quarterly <i>NCR Retirees Newsletter</i>, 2K subscribers.</p>
	<p>Habitat for Humanity – Developed press releases to support the organization's humanitarian charters.</p>

Client	Work Completed
  	<p>BHN, Inc. – Published healthcare articles (also called advertorials) in <i>Ladies' Home Journal</i> and <i>American Baby</i>.</p>
	<p>Woolpert Corp. – Developed the company's first website.</p>
	<p>CISCO – Developed ads promoting Cisco's Mr. Wassel customer support system.</p>
	<p>Airflow – Provided redesign specifications for the company's website.</p>
	<p>Antenna House – Completely redesigned the company's website and wrote press releases to support new products and services.</p>
 	<p>Writing Assist, Inc. / Metri-Mark Inc. – Published <i>TechCom Manager News</i>, an international newsletter with over 5K subscribers. Also developed Tech Comm job series descriptions for WAI's website.</p>
 	<p>Kokosing Construction Co. – Documented building processes and procedures for engineers and crews. Acquired this project through Precisely Write.</p>

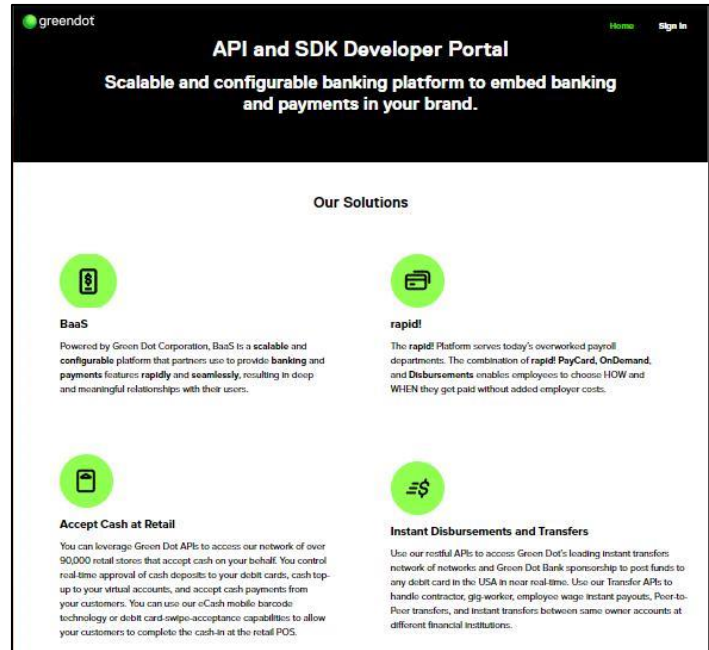
Client	Work Completed
	<p>Pro-Trim of Ohio – Developed the company’s first website.</p>
	<p>Global Neighbor Inc. – Enhanced the company’s website with new imagery and product descriptions.</p>
	<p>CompTech – Assisted with government proposals and developed an Executive Communications Plan.</p>
	<p>RE/MAX – Provided writing assistance with sales proposals associated with commercial properties.</p>

Technical/UX Documentation Experience

Application Interface (API) Documentation

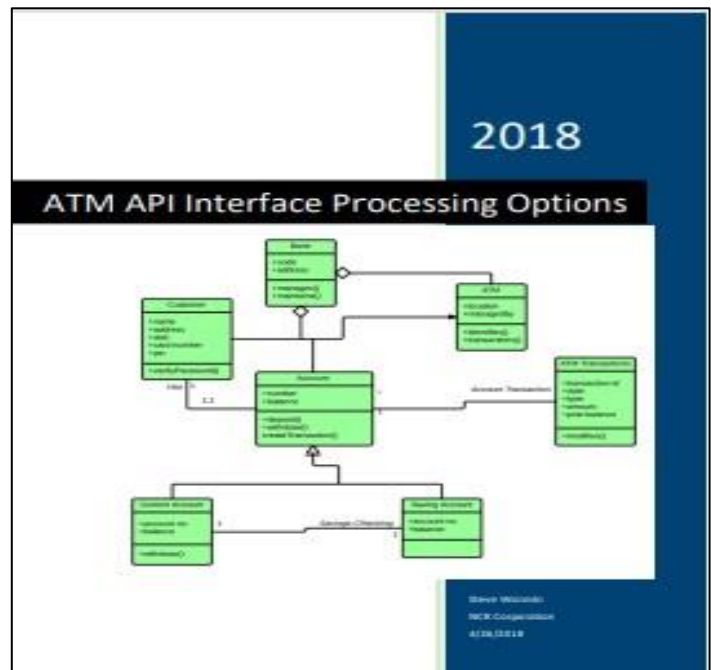
Banking APIs

Transitioned Green Dot Corporation's API documentation from a 500-page API PDF manual to an efficient online portal for new and existing company partners to access at anytime from anywhere.



ATM API Processing Options

This document discusses API interface options available to commercial banks running ATM workstations under various ATM networks.



Sample API Portal Pages

Log In
v1.0 [Guides](#) [API Reference](#) [Changelog](#)

CTRL-K

GREEN DOT APIS OVERVIEW

Green Dot APIs Overview

BAAS

- > Getting Started
- Release Notes
- > Enrollments
- > Accounts
- > Transfers
- > Instant Transfers
 - Instant Transfer Service
 - eCash
 - External Card Management
- > Cards
- > Engagement Drivers
- > Webhooks
- > Appendices

CASH DEPOSITS AND PAYMENTS

- > Getting Started
- > Core APIs
- > Retail Simulator APIs

DISBURSEMENTS AND CASH PICKUP

- > Getting Started
- API Details
- Active Transfer APIs
- Active Customer APIs

External Card Management Suggest Edits

External Card Management APIs can be used for money transfers between external accounts and Green Dot accounts.

Overview

The External Card Management APIs allows money transfers between external accounts and Green Dot accounts.

Partners must be configured to use External Card Management features. Please contact your Green Dot representative for more information.

TABLE OF CONTENTS

- Overview
- Add or Validate External Bank Card
- Obtain External Cards
- Obtain Card Options
- Delete External Card

Add or Validate External Bank Card

This endpoint is used to validate an external bank card or add one to a customer's account.

API Call Structure

POST /programs/{programCode}/externalCards

Sample Request Body

```

{
  "accountIdentifier": "76fc6cca-4119-4aef-a547-10c578d8354d",
  "encryptedExternalCardData": {
    "version": "string",
    "ephemeralPublicKey": "string",
    "publicKeyHash": "string",
    "data": "string"
  },
  "firstName": "John",
  "lastName": "Doe",
  "nickName": "JD",
  "action": "add", //Available options: add or null
  "address1": "123 South Street",
  "address2": "121",
  "city": "Pasadena",
  "state": "CA",
  "zip": "91107"
}

```

Log In
v1.0 [Guides](#) [API Reference](#) [Changelog](#) Search CTRL-K

GREEN DOT APIS OVERVIEW

Green Dot APIs Overview

BAAS

- > Getting Started
- Release Notes
- > Enrollments
- > Accounts
- > Transfers
- > Instant Transfers
- > Cards
- > Engagement Drivers
 - Direct Deposit Switch
 - Cashback Rewards
 - Interest Rate
 - Purses
 - Auto Money Movement
 - Optional API Add-Ons
- > Webhooks
- > Appendices

CASH DEPOSITS AND PAYMENTS

- > Getting Started
- > Core APIs
- > Retail Simulator APIs

DISBURSEMENTS AND CASH PICKUP

- > Getting Started
- API Details
 - Active Transfer APIs
 - Active Customer APIs

Cashback Rewards Suggest Edits

Cashback Rewards APIs can be used for managing cashback rewards.

Overview

The Cashback Rewards API is used to:

- Provide a summary of the cashback rewards earned by tier levels within specific time frames
- Identify cashback rewards in accountholder statements
- Categorize cashback rewards by merchant
- Disclose the cashback percentages for which accountholders are eligible on purchases

Also found in this section is the Cashback Reward Summary API which provides accountholders the following:

- A summary of how much cashback rewards they've earned based off their tier level within specific time frames
- Cashback rewards in their statements
- Categorized cashback rewards earned for different merchants

TABLE OF CONTENTS

- Overview
- Cashback Rewards API Endpoints
 - Retrieve List of Process Rules
 - Cashback Reward Summary
 - Cashback Reward Summary

Cashback Rewards API Endpoints

Retrieve List of Process Rules

This endpoint retrieves a list of process rules to determine customer cashback percentage incentives for which accountholders are eligible.

API Call Structure

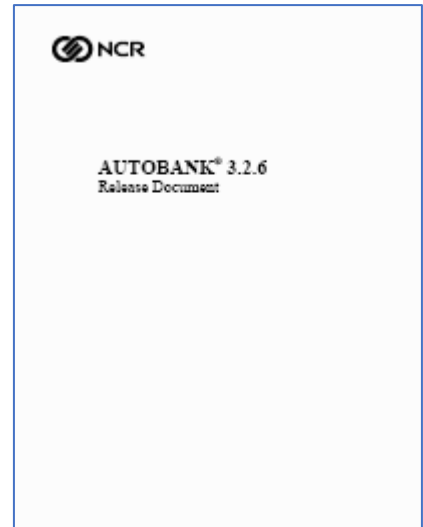
GET /programs/{programCode}/cashbackReward/businessProcessRules

Request Parameters

Field	Type	Format	Required/Optional	Example Value
X-GD-RequestId	String	Header	Required	f0209a73-4464-45d7-99e7-8b5444a17602
programCode	String	Path	Required	acmeco
accountIdentifier	String	Path	Required	dd0419da-caec-4c6b-8f44-

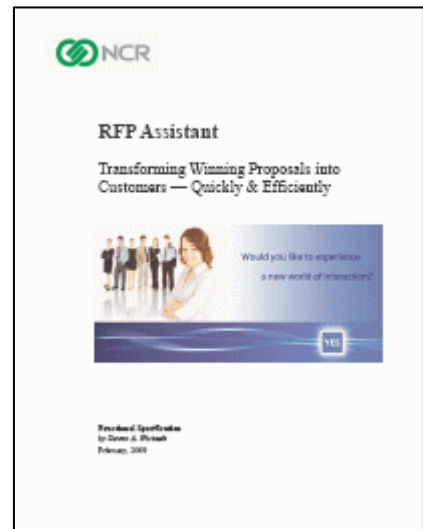
Release Documentation

This document contains technical and user-oriented information to support AUTOBANK®, a former NCR banking application. It was addressed to data center personnel responsible for implementing and running the software in a live environment, and to customers who need information about new enhancements.



Software Design Specification

This is a design specification for an RFP (Request for Proposal) generation system. It is addressed to IT managers, software developers, and sales professionals chartered with developing and delivering RFPs online quickly and efficiently to new and existing customers.



Infrastructure Documentation

To support IT professionals (e.g., managers, systems analysts, operations personnel, administrators, etc.), I routinely write technical information that enables these individuals to:

- Implement new hardware and software system features and functions
- Create and maintain databases for new and existing users
- Establish and maintain system security
- Reference and maintain data structures for data warehouses
- Build and maintain ERP systems

SAMPLE DOCUMENTS ARE FORTHCOMING

End-User Documentation Experience

User Manuals

Developed comprehensive step-by-step user guides to support various software solutions such as Internet Banking and eMail Marketing. Typically, these guides were used to:

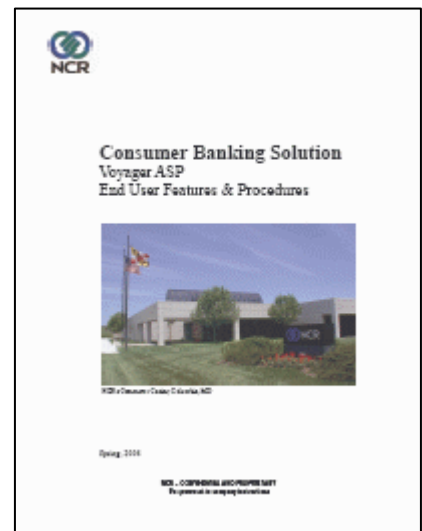
- Establish relationships with new customers
- Provide banking personnel with transaction procedures
- Train sales and marketing associates on new features and functions
- Respond to customer proposal (RFP) inquiries

Examples follow. Click on the images to view samples.

Consumer Banking Procedures

This manual provides comprehensive end-user documentation that supports NCR's Consumer Banking Solution. The multi-purpose content is addressed to:

- Potential clients seeking a comprehensive Internet-based Consumer Banking solution for their organizations
- Existing client institutions who need up-to-date procedures on the system's various features, functions, and applications
- Training personnel
- Sales consultants

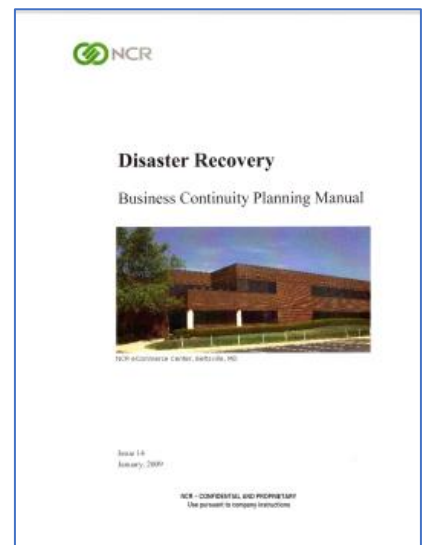


Disaster Recovery Guidelines

This document provides an overview of the NCR Disaster Recovery Operation. It is addressed to data center associates and system auditors.

The manual addresses cyber security strategy plans, policies, and procedures.

Note: Due to confidentiality, technical details are not included in this copy.



Online Help Systems

To enable end users and administrators to access the necessary step-by-step procedures exactly when they need them, I have built, maintained, and integrated help systems for thousands of customers in various industries.

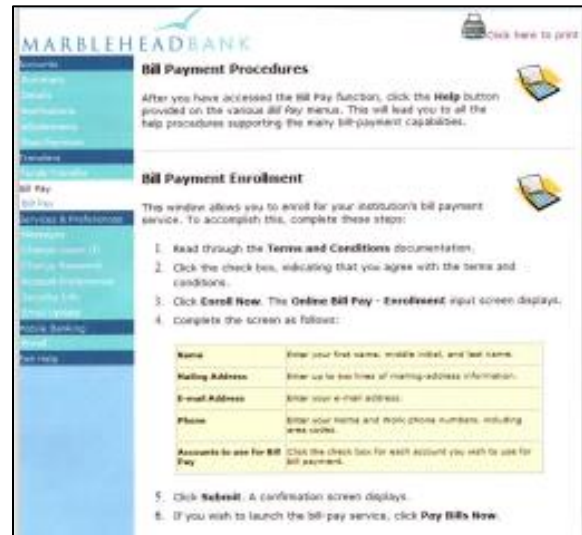
Internet Banking Help

Developed and maintained the online help systems for hundreds of NCR's credit-union customers, commercial banks, and other financial institutions.

Credit Union



Commercial Bank



Demo Help

To track and manage eCommerce software demos for NCR's product centers in Dayton, Atlanta, and New York, I developed a special intranet site (clearly a work-in-progress at the time) especially for product-center managers (PCM) to access. By using this site, a PCM (or any other demo presenter) could log on, select the desired demo from the site, and select the necessary online help information to launch and conduct the demo for existing and potential eCommerce customers.

eCommerce Demos List

NCR Software & Technology Solutions (LOS)				
Helpdesk/Documentation/ Demo Downloads & Support Issues: 1 Demo User Guide Demo Online Help				
Software/Technology Solution	Version	Status	Access	Notes
Business Online Banking Demo	2.0.0.0	Active	Public	Available for download
Business Online Banking Demo	2.0.0.0	Active	Public	Available for download
Business Online Banking Demo	2.0.0.0	Active	Public	Available for download
Business Online Banking Demo	2.0.0.0	Active	Public	Available for download
Business Online Banking Demo	2.0.0.0	Active	Public	Available for download

Sample Demo Selection

Business Online Banking Demo

This demo allows you to showcase the Online Banking features and functions available to business customers.

Requirements:

- PC (with keyboard)
- Internet Connection.
- Internet Explorer

URL:

<https://onlinencr.com/online/NCRDemoBank/business/demoLogin.asp>

Suggested Procedures:

Although this demo can be self-guided, depending on the customer, you may want to present certain business-specific capabilities, including:

- Positive Pay
- ACH
- Wire Transfers

Close window

Legal Application Help

Developed and maintained integrated, in-context multi-language help systems for 40+ LexisNexis legal and business software applications. To view samples, click on the images below.

English Content

LexisNexis PatentOptimizer® Help Topics

This page lists help topics that describe how to use LexisNexis PatentOptimizer®. Click the folder icons or topic headings below to view pages that describe each of the product features in more detail.

- 📁 About PatentOptimizer®
- 📁 Working with PatentOptimizer®
- 📁 Client ID Usage
- 📁 Generating Reports
- 📁 Downloading Reports
- 📁 Settings

French Content

Rubriques d'aide pour Lexis Advance Quicklaw

Naviguer parmi les rubriques d'aide ci-dessous pour de l'information sur l'utilisation des fonctions suivantes du produit Lexis Advance Quicklaw ou utilisez la boîte de recherche au haut de la page pour trouver exactement ce que vous cherchez.

- 📁 Rechercher de l'information
- 📁 Naviguer pour de l'information
- 📁 Révision des résultats de recherche
- 📁 Remettre des documents (impression, courriel, téléchargement, Dropbox).
- 📁 Travailler avec les alertes
- 📁 Utiliser le jurilex QuickCITE®
- 📁 Travailler avec les dossiers
- 📁 Travailler avec l'historique
- 📁 Utiliser la carte de recherche
- 📁 Contacter LexisNexis
- 📁 Rechercher de l'aide en ligne
- 📁 Indication du prix
- 📁 LexisNexis® l'aide Context


Audio/Visual Help

Collaborated closely with trainers in the UK to develop scripts and content for audio/video training modules. Following is a sample list of product tutorials for which I provided design suggestions, help files, training-script content, and screen captures. Once these modules were completed, I published them for worldwide access from LexisNexis AWS Cloud and from YouTube.

Product Tutorials

Product Tutorials

The following tutorials introduce various product areas, provide an in-depth focus on important tasks, and teach you how to use key features of Lexis®Library. Each tutorial lasts approximately 10 minutes.

 **iLearning Modules (~10 mins)**

- 📁 Customising Your Bookshelf
- 📁 Finding Cases
- 📁 Using Halsbury's Laws of England
- 📁 Searching for Legislation
- 📁 Search Tips

For Further Training

If you would like to arrange a training course on any of our services, or if you require further training materials, please contact our training support:

- Telephone: +44 (0)20 7400 4639
- Email: training@lexisnexis.co.uk

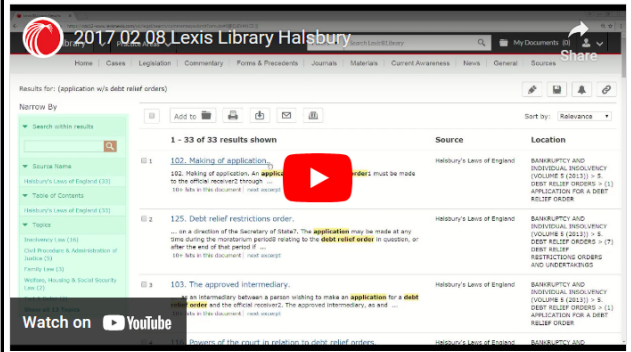
Or visit our website: <http://help.lexisnexis.co.uk>

Sample Tutorial

Tutorial: Using Halsbury's Laws of England

This tutorial explains how to access and use the Lexis®Library Halsbury laws. To view a full-screen version of the tutorial, select the Full screen icon (⏏) in the video control bar after the video starts.

If necessary, [get the Adobe Flash Player to view this video.](#)

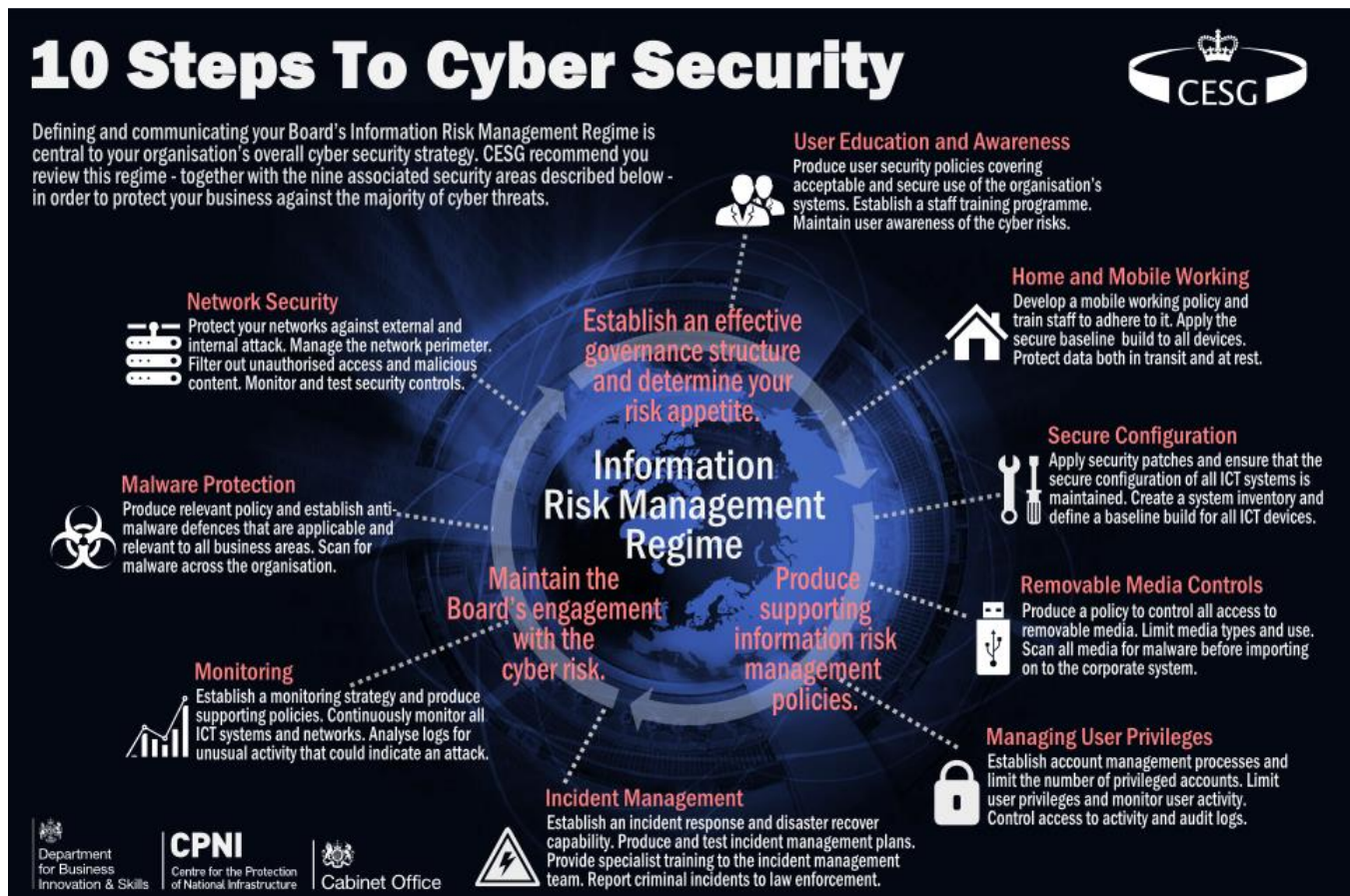


Note: For a description of the video-production process, refer to [Video Production Experience](#).

Cyber Security Experience

Ongoing Training

First, to keep current with industry standards and technology, I routinely advance my skills and knowledge through various types of ongoing training. Cyber Security is one of those areas. For a list of courses I've completed so far, [click here](#). I also have a working knowledge of **ISO 27001** and the **NIST Cyber Security Framework**.



Cyber Security Documentation

With regards to writing about cyber security on the job, I have had the opportunity to do so many times in various capacities. For example, at NCR Corporation, I maintained extensive **Disaster Recovery** and **Network Security** documentation to outline my organization's efforts in responding to both natural disasters and those related to cyber security. This provided the company's data centers with easy access to procedures to ensure regular network backups, recovery, and continuity. My documentation also ensured the company met industry standards and compliance with auditors and other state and federal regulators.

While at Green Dot Corporation, I routinely incorporated cyber-related documentation to support the recovery of API transmissions with regards to cyber-attacks on data originating to and from a variety of endpoints.

Currently, I am outlining content for two cyber security manuals as freelance projects: One for a customer in the banking industry, and another for a customer in the insurance industry.

Training Development Experience

For IT/Infrastructure and Underwriter Personnel

While at E-Risk Services (Nationwide), I developed training materials to support software procedures for IT personnel and underwriters. Following are some sample documents. **Note:** Due to confidentiality, no technical content is available for these documents.

Change Management Training



Employee Onboarding/Offboarding Training




For Lawyers, Law Firms, Law Students

While at LexisNexis, I collaborated closely with trainers in the UK to develop scripts and content for audio/video training modules. Following is a sample list of product tutorials for which I provided design suggestions, help files, training-script content, and screen captures. Once these modules were completed, I published them for worldwide access. To activate these items, click on the images.

Product Tutorials

Product Tutorials

The following tutorials introduce various product areas, provide an in-depth focus on important tasks, and teach you how to use key features of Lexis®Library. Each tutorial lasts approximately 10 minutes.

 **iLearning Modules (~10 mins)**

- Customising Your Bookshelf
- Finding Cases
- Using Halsbury's Laws of England
- Searching for Legislation
- Search Tips

For Further Training

If you would like to arrange a training course on any of our services, or if you require further training materials, please contact our training support:

- Telephone: +44 (0)20 7400 4639
- Email: training@lexisnexis.co.uk

Or visit our website: <http://help.lexisnexis.co.uk>

Sample Tutorial

Tutorial: Using Halsbury's Laws of England

This tutorial explains how to access and use the Lexis®Library Halsbury laws. To view a full-screen version of the tutorial, select the Full screen icon (⏏) in the video control bar after the video starts.

If necessary, [get the Adobe Flash Player to view this video.](#)

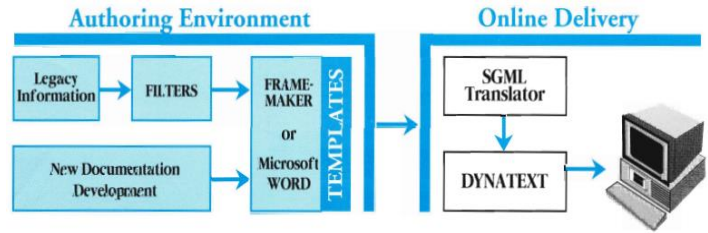
The screenshot shows a search results page from Lexis Library. The search criteria is "Application for a Debt Relief Order". The results list three items:

Source	Location
102. Making of application, an application to the official receiver through the ... in this document. - Debt relief orders must be made	Halsbury's Laws of England BANKRUPTCY AND INDIVIDUAL INSOLVENCY (VOLUME 6 (2013)) - 6. DEBT RELIEF ORDERS - (1) APPLICATION FOR A DEBT RELIEF ORDER
125. Debt relief restrictions order.	Halsbury's Laws of England BANKRUPTCY AND INDIVIDUAL INSOLVENCY (VOLUME 6 (2013)) - 6. DEBT RELIEF ORDERS - (7) DEBT RELIEF RESTRICTIONS ORDERS AND UNDERTAKINGS
103. The approved intermediary.	Halsbury's Laws of England BANKRUPTCY AND INDIVIDUAL INSOLVENCY (VOLUME 6 (2013)) - 6. DEBT RELIEF ORDERS - (1) APPLICATION FOR A DEBT RELIEF ORDER

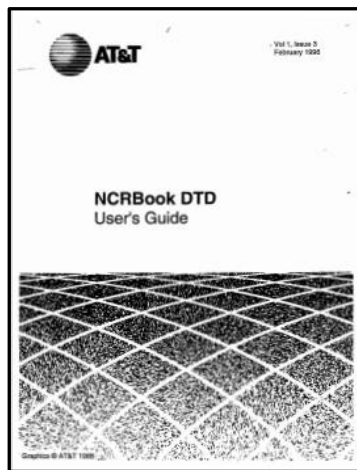
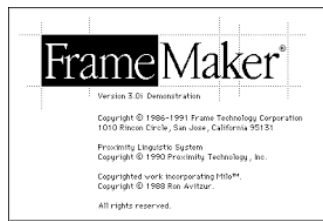
At the bottom of the screenshot, there is a "Watch on YouTube" button.

For Content Developers

To support NCR's SGML/XML-based **Common Authoring Environment** implemented across NCR/AT&T, I developed and conducted training for all users, including technical writers, education analysts, sales teams, and marketing specialists.



For training materials, I developed a variety of slide presentations and two **NCRBook DTD** authoring guides on how to build structured documents using special **MS Word** and **FrameMaker** templates. I concluded training with demonstrations of final documents integrated with **DynaText**, an online publishing application from EBT Technologies.



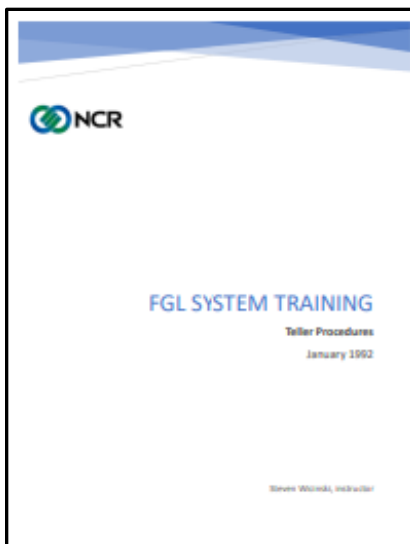
NCRBook DTD Element Descriptions

Introduction	1
Elements	3
Address <addr>	3
Appendix <appendix>	3
Appendix Chapter <appendix-chapter>	3
Back <back>	3
Back Cover <back-cover>	3
Back of Form <back-form>	3
Body <body>	3
Book Number <book-number>	3
Book Table of Contents <book-toc>	4
Book Title <book-title>	4
Book Title (User Feedback Form) <book-title-ufb>	4
Branch <branch>	4
Branch Answer <branch-answer>	4
Branch Text <branch-text>	4
Branch Text Line <branch-text-line>	4
Caution <caution>	4
Chapter <chapter>	5
Chapter Overview <chapter-overview>	5
Chapter Summary <chapter-summary>	5
Command <command>	6
Command Title <command-title>	6
Comment Form <comment-form>	6

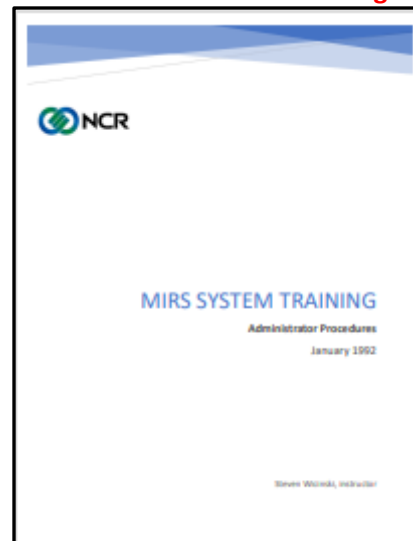
For Banking Personnel

To support NCR Commercial Bank systems, I provided in-person training for bank tellers, administrators, and managers. Below are some sample course materials. To see the contents, click on the images.

Bank Teller Training



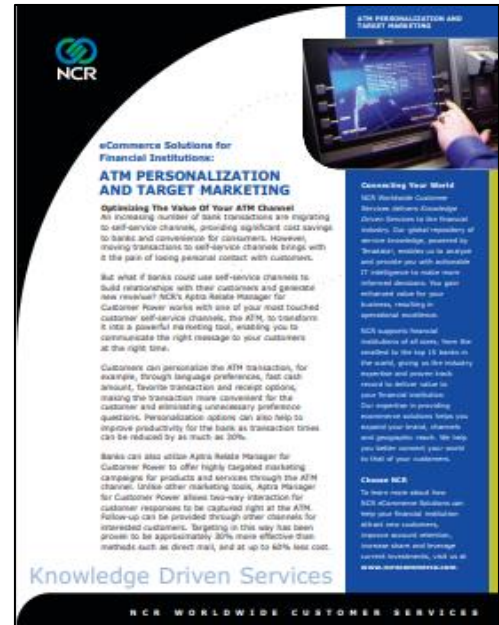
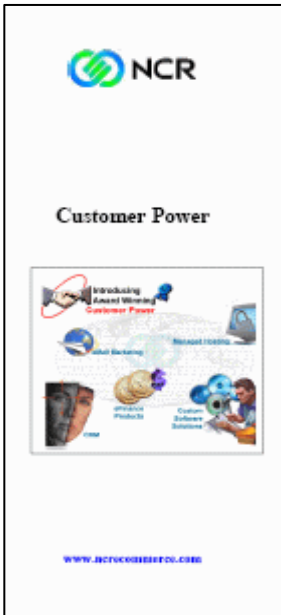
Bank Administrator Training



Marketing Communications and Copywriting Experience

Brochures and Datasheets

Developed a variety of marketing brochures and datasheets to support numerous software. Click on the images to enlarge.



Custom Booklets

To satisfy hundreds of financial institutions using NCR’s Internet Banking solutions, I devised generic booklets that could be easily branded for a particular look and feel, then tailored to match each institution’s software requirements.

- **Target audience:** Bank consumers
- **Goal:** Increase number of Internet Banking customers

This simple effort resulted in over **\$250K** publishing revenue for NCR.

[Live sample](#)



Promotional Ads

Have designed the images and text for a variety of ads. Click on ads to enlarge.

Get tech savvy with your personal guru!

Mr Wassel

Got a question about an app or a feature?
Mr. Wassel knows.

Looking to get the most out of your technology?
Mr. Wassel is on the job.

Need to know how to access the latest tools and apps?
Mr. Wassel is here to help!

Have a general question or just need a helping hand?

From cool, on-the-go features to handy tools to keep you informed, your high-tech devices are full of possibilities - especially when they're customized just for you.

Mr. Wassel is exclusively on Facebook. Post your questions and share your ideas now!

Let Mr. Wassel remove any frustration you may have and be your guide through the technology maze with tips and advice specifically for you!

Join Mr Wassel on Facebook now!

[Click here](#)

CISCO

To broadcast its offering of a new facebook customer-support service, CISCO decided to do so by promoting its new cartoon character, Mr. Wassel.

To reach the masses in Saudi Arabia and other entities around the world, CISCO hired my company, [WriteData Services, LLC](#), to develop an eMarketing blast to send to its customers and other interested parties.

The result was a simple, yet charismatic ad that adorned many customers, informing them that Mr. Wassel was there to help them with their technology questions and concerns.

TechCom Manager
The Newsletter for Documentation Managers

Since 2004, [TechCom Manager](#) continues to be a **FREE** monthly electronic newsletter addressed to documentation / communication managers, technical writers, and other related professionals. Since Day 1, our mission serves to:

- Provide a strong informational resource for documentation / communications managers and their people.
- Serve as a forum in which to express management concerns and ongoing needs.
- Help readers do their jobs better and easier, grow in their careers, and do it all with less hassle and research.

Why Advertise With Us? Key benefits include:

- 1) Build and/or enhance your brand within an international documentation community.
- 2) Broadcast your company's charter and other messaging to virtually thousands of managers.
- 3) Showcase your new products, services, and solutions that enhance the technical-writing profession.

Our process is easy. You just pick the size ad you want from the list on the right, complete the ad, send it in, we publish. That's it. And if you want a different ad each month with the same or different size, no problem. Just send it in by the deadline.

To get started, [click here](#) and send our editor your request. From there, we'll work with you on options and scheduling.

An added benefit is that we encourage you to write articles for us. What better way to get exposure for your company and provide educational expertise to such a vast, diverse audience!

Save over 30% off ad space!

12-month ad subscription required. Offer expires 12/31/11.

3 Ad Sizes

Select from:
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1.5" (w) x 1.5" (h)
3.0" (w) x .75" (h)

You get 12 ads for the price of 8. That's 4 ads **FREE** or **\$67 per issue!**

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TELL A FRIEND

You have received this email either because you are a former or present sponsor of TechCom Manager, or because you requested further information regarding special offers. If you wish to discontinue receiving these messages, please send an email to our editor with the word UNSUBSCRIBE in the Subject line. To do so, [click here](#).

TechCom Manager

With over 5K subscribers across the U.S., Canada and the UK, the *TechCom Manager* newsletter addressed the ongoing needs of tech writers, managers, and other professionals. Since 2004, I not only developed and deployed this unique publication every month, but I also recruited the sponsors who provided the funding for the project.

Using savvy design and marketing ideas integrated with sophisticated software, I created and transmitted various campaigns like the one shown to continually market to new and existing sponsors.

WriteData Services Promotions

SOON TO BE RIFFED OR ALREADY UNEMPLOYED.....AGAIN ????

- Laid off? • Down-sized? • Right-sized?
- Greed-sized? • Demoted? • Outsourced?
- Have little to no job security or career-growth potential where you are now?
- Is your company slashing benefits and cutting salaries?

WriteData Information Engineering Services can help you build a resume and/or a personal electronic profile that promotes your talents and expertise. If it's time to move on in your career, we can help.

Special rates for Dept employees through the end of 2002!

Contact us today and get started on a better future.

WriteData Professional Information Engineering Services for Businesses & Individuals

Dayton, OH • (937) 890-8924
writedataservices@earthlink.net
www.writedataservices.com

4/04/02

WRITE DATA

PROFESSIONAL INFORMATION ENGINEERING SERVICES

- Technical Communications
- Marketing/eMarketing Communications
- Training Development
- Proofreading and Editing
- eCommerce Consulting
- Web Content Design
- Process Development

Experience the **WRITE DATA** difference.

NCR eCommerce Ads

After development, this ad was posted across the company website as a rotating ad, making it available to all existing and potential customers. Online, this ad also linked to a NCR web page describing all eCommerce solutions in detail.



eCommerce Solutions Anytime, Anywhere

To satisfy your self-service customers, NCR offers complete multi-channel solutions such as ATM Personalization, Mobile and Internet Banking, and Virtual Shopping.

Email Marketing Campaigns

As a copywriter, I have used various eMail Marketing systems to develop and deploy hundreds of marketing campaigns to thousands of customers for a variety of clients. Following are just a few examples of the types of campaigns I have prepared and distributed.

To view the full-size images for these campaigns and others, [click here](#).

SOCCER.COM PRESENTS

KEEPERSPORT

THE GOALKEEPERS SOURCE FROM EUROPE

CLICK FOR THE WORLD'S LARGEST SELECTION OF KEEPER GEAR!

Questions? Comments? Customer Service? Enquiry?
 Email: sales@keeper.com or call 1.822.952.1994
 431 US Highway 704 East • Hillsborough, NC 27278

This email was sent to you because you asked to hear about updates and promotions from Europe. You are currently subscribed at 0000. If you would like to change your email address or unsubscribe, please use [this link](#). You may also call 1.800.950.1994 or email unsubscribe@keeper.com. Use [this link](#) if you received this email from a friend and would like to subscribe to our catalog and email list.

You are receiving this email by request as a valued Dillard's email subscriber.

Dillard's 1-800-345-5273 [Forward To A Friend](#)

Save 25% while supplies last!

Are there pieces of your **Albany china** that you've intended to add or replace? What better time than now? While quantities last, you can purchase any in-stock pieces of your pattern for 25% off the regular retail price. And, there's more good news! Any purchase of \$200 or more qualifies for our "0" interest Club Account. When the current stock is gone, we will no longer have your pattern available in-stock. As a valued customer, we wanted you to be aware of this purchase opportunity before we advertise the sale price to the public.

Visit any Dillard's store to take advantage of this great savings (sorry, the offer is not available on dillards.com). Just **present a copy of this e-mail to the sales associate**. Again, the special price is for in-stock merchandise only. We will be glad to special order any piece not in-stock for you now or at any future date. Please be aware that any special order will be at regular retail not at the sale price.

www.dillards.com | [store locator](#) | [unsubscribe](#)

You are currently subscribed as: sundeep.kapur@nor.com.
 To unsubscribe or change your email subscription, [click here](#).

EQUIFAX Personal Solutions

Please take our survey

Thank you for your recent purchase! We are constantly evaluating products and services that will help you better manage your personal credit. A key part of this process includes feedback from valued customers such as yourself.

[Click here to take our survey... we appreciate your response!](#)

Note: This link leads to a site hosted by a third party that Equifax selected to manage this survey. You will not be asked for any personally identifiable information. Your answers will remain anonymous and in an aggregated form.

If you have any questions, please call us at 1-800-829-3510, 9:00AM - 3:00AM (EST), 7 days a week. You may e-mail us anytime at customer.care@equifax.com. Or you can write us: Equifax Consumer Services, Inc. PO Box 105408, Atlanta, GA 30348. [Click here](#) to unsubscribe from future mailings.

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[FORWARD TO A FRIEND](#)
[SUBSCRIBE](#) [UNSUBSCRIBE](#)


Transitions Optical, Inc. | 1575 Bishop Street North, suite 200, Cambridge, ON N1R 7J4

Press Releases

While at NCR, I routinely wrote press releases to announce new eCommerce software deliverables, such as Internet banking and custom Internet marketing.

My freelance business, WriteData, has also worked closely with various businesses to help them put their best foot forward through press releases. Our goal was to not only report key information, but also to captivate and entice target audiences.

Following are a few examples.




**eCommerce Information Products
Now Available**

To help you market online banking to your existing and potential customers, the NCR eCommerce Solutions Team now offers affordable hard copy mini booklets that show your customers how truly easy online banking can be. When customized to your specific brand, these great little marketing tools have less than 30 easy-to-read illustrated pages, complete with step-by-step instructions, informational callouts, and realistic screen captures.

Ordering these booklets is easy. After you've signed on to our ncrecommerce.com site, you simply proceed to the *Client Login* page, enter your user name and password, then select the **Order Documentation** function. From there, you can read more about these products, view a sample non-branded mini manual, and place your orders.

If you have any questions, please contact Steve Wicinski at (937) 445-9494 or steven.wicinski@ncr.com.



1700 South Patterson Boulevard
Dayton, OH 45479

NEWS RELEASE

Transforming Transactions
into Relationships

For further information:

Steve Wicinski
NCR Corporation
(937) 445-9818
steven.wicinski@ncr.com

For Release on June 2, 2005

**NCR's Customer Power 5.0 Uses Real-Time
Customer Data to Maximize E-Marketing Effectiveness**

*"Live" data from multiple customer touchpoints enables businesses to continually fine-tune
their message and improve marketing effectiveness*

DAYTON, Ohio – [NCR Corporation](http://www.ncrcorp.com) (NYSE: NCR) is opening new possibilities for businesses to deliver personalized e-messaging that is relevant to each customer's individual needs. Customer Power 5.0, NCR's online marketing solution, combines the marketing experience of leading retailers, financial institutions, catalogers and suppliers with NCR's advanced customer analytic software, self-service technology and e-Commerce hosting capabilities. The resulting solution enables e-marketers to draw from multiple databases to individualize the offer to each customer, deliver it across multiple channels and fine-tune the message based on the "live" customer response.

According to Greg Hanson, NCR e-Commerce solutions general manager, "Customer Power 5.0 provides marketers with a continuous loop of customer transaction information and feedback. This data can be drawn directly from a wide variety of online or offline databases and customer interaction points including ATMs, retail checkouts, Web sites, customer call centers, bank branches and kiosks. Advance analytics are then applied to facilitate customer insight, giving businesses the information they need to personalize their offer to each customer's individual needs and wants."



Antenna House Announces The Release Of Their Rainbow PDF Server-Based Converter, Version 2.0

The software can now transform Microsoft Office 2007 files (Word, Excel, PowerPoint) to PDF and SVG on the fly...

August 12, 2008

TOKYO — Antenna House today announced the latest release of its Rainbow PDF Server-Based Converter, Version 2.0, for immediate distribution. Much like rail systems that deliver freight using multiple tracks, IT integrators often rely on dependable “switches” to process vital documents and to deliver them in usable formats over Intranets, Internets, and most recently through radio to hand-held devices.

Release 2.0 of the high-speed Rainbow PDF Server-Based Converter now enables users to easily convert Microsoft 2007 documents to PDF and SVG in addition to a variety of other previously supported formats. This can be done either in a batch operation or on the fly, thereby introducing a vital new connection “switch” in a comprehensive document-delivery infrastructure.

<< [Click here for full release](#) >>



October 5, 2009

WORLD HABITAT DAY STARTS AT HOME

Habitat for Humanity of McHenry County celebrates with revitalization at home

McHenry, IL- October 5, 2009 is World Habitat Day and the local affiliate in McHenry County has plenty of reasons to celebrate with the successful launch of the Exelon Pilot Weatherization Program, and in welcoming a new member to the volunteer staff.

In 1986, The United Nations designated the first Monday in October as annual World Habitat Day, and 2009 marks the first global celebration to be hosted by the United States at the National Building Museum in Washington, DC. The local McHenry County Habitat affiliate is already celebrating this historic occasion with the successful launch of the Exelon Weatherization Program.

Working in partnership with Exelon Corporation, the agency began reviewing homes owned by low-income families to increase energy efficiency and provide cost savings. The program provides improved insulation and replaces old appliances with energy-efficient models. The launch of this program began by studying two homes in September and continues with more scheduled studies throughout October.

<< [Click here for full release](#) >>



Data Mining Overview, AGS Analytics , November 2009

Today's successful businesses rely on extracting patterns from data to drive strategy and growth. Data is gathered from nearly every business function including sales activities, purchasing records, web traffic, and other functional analytics routinely collected in a systematic fashion. Over time, these data points comprise a complete data set with a size that can exceed hundreds of terabytes. Turning these data points into relevant, actionable strategies is the function of data mining.

The power of data mining lies in the ability to produce patterns that highlight specific behaviors and extrapolate statistical predictions of future actions. Algorithms that consider core relationships in data sets help produce a clear and far more accurate picture of the whole data set, while providing a framework for future performance goals. An example of this might be city planning provisions to support increased population growth driven by census data models. Financial institutions use predictive modeling to determine viability for proposed start-up businesses requesting capital loans, while researchers around the globe rely on data mining to aid their studies and progression towards medical and scientific breakthroughs.

Businesses use data mining as a critical component of Customer Relationship Management (CRM) and cost-reduction strategies. An accurate model of customer purchasing behaviors can help balance stock management goals with shipping requirements by determining which items are likely to sell and when. Companies can strategically target better sales prospects and optimize limited resources across multiple regions in response to marketing campaigns and business cycle fluctuations.

Overall, data mining provides a powerful and strategically vital direction, outlining a framework for predictive analysis that helps deliver measurable benefits and profitable growth.

Website Design and Development Experience

Corporate Sites

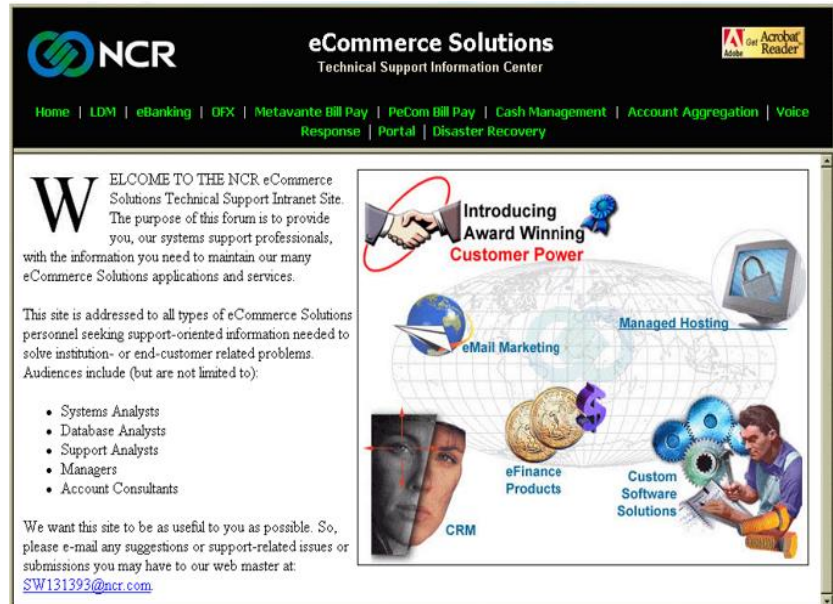
NCR eCommerce Intranet

Challenge

The newly formed NCR eCommerce team needed an intranet site on which to highlight the ongoing applications we were developing.

Solution

This simple site satisfied that need across our numerous data centers.



eCommerce Sales Kit

Maintained this site to keep sales associates up-to-date on various marketing and contractual issues.

IT Management

eCommerce Solutions Sales Kit

NCR eCommerce Solutions has been delivering customized software solutions for over a decade. NCR eCommerce Solutions enable retailers to create a strong and ongoing relationship with their customers. We have converted the traditional brick and mortar way of selling goods and services into a click and mortar relationship between our clients and their customers.

The **eCommerce Solutions Sales Kit** is divided into **External Customer-Targeted Components** and **Internal Reference Material**. You can use the External Customer-Targeted documents in the sales process as you approach potential customers or target markets. The reference material will help you learn about our offer, its value proposition, the market, competition, and other industry information.

External Customer-Targeted Sales Kit Components:

- * eCommerce Solutions Customer Presentation
- * WCS Capabilities Presentation
- * Introductory Letter
- * Executive Brief
- * Proposal Template
- * Statement of Work (SOW)
- * Customer Deliverable Document Examples
- * Data Sheets
- * Success Stories
- * White Papers

Internal eCommerce Reference Components:

- * WCSNet Navigation Guide (How to Find What You Need on WCSNet)
- * Service Overview
 - * Product Identification (PID) and Ordering
 - * Pricing Strategy and Resource Model
 - * Value Proposition
 - * Features/Functions/Benefits
 - * Target Markets
 - * Current Customers
 - * Customer Pain Points
 - * SPIN Questions
 - * Key Contacts
- * Competitive & Industry Information
- * WCS Capabilities Sheet
- * Customer Reference List
- * Sales, Service, and Delivery Training

eCommerce Delivery Kit

Maintained this site to keep operations personnel abreast of what is required to deliver new products and services to customers.

IT Management

eCommerce Solutions Delivery Kit

NCR uses leading technology to design and develop web-based applications, portals, and traditional web sites for its customers. NCR also integrates these solutions into the customer's existing IT infrastructure and designs e-mail campaigns on the customer's behalf.

Deliverables

- E-mail campaigns tailored to a customer's overall eCommerce strategy
- Personal Internet banking solutions
- Account aggregation services
- Business banking solutions
- Web hosting services
- Managed Server Service
- Disaster Recovery Services
- Professional Services

Benefits

- Allows customers to reduce cost of sales through alternate delivery channel
- Ability to focus on core business functions
- Ensures minimal down time due to systems integration experience

Delivery Kit Components

- Services Overview
- Methodology/Installation Instructions
- Skill Set & Resource Requirements
- Delivery Tools
- Sales, Service, and Delivery Training
- Services Exhibit and Guidelines and Other Legal Documentation
 - For additional information: Law Department
- Product Identification and Ordering
- Customer Deliverable Document Example
- Templates/Worksheets
- Delivery White Papers
- Complete Delivery Kit

[eCommerce Solutions Sales Kit](#)

Commercial Sites

These sites were developed by my company, WriteData Services, LLC.

WriteData Services, LLC

WriteData Services, LLC is a unique information-engineering company that specializes in technical communications, marketing communications, and software-related services for small, medium, and large businesses, civic organizations, and even individuals.



Woolpert Corporation

Developed Woolpert's first website to highlight the various industries the company continues to service today. Over the years, the site has evolved significantly, but most of the original historical-related content remains.



Pro-Trim of Ohio

Pro-Trim of Ohio wanted a commercial website that enabled customers to see new merchandise first hand, and boost sales quickly using electronic means. The site was immediately well received and significantly increased sales.



Artisans Café

Artisans Café was a new concept in dining that needed an artistic flair to promote not only non-traditional cuisine, but also a wide variety of local accomplished artists, musicians, and chefs.

The website highlighted mouth-watering menus, weekly fine-dining events, ongoing musical performances, and art exhibits.

As a result, the restaurant had significantly boosted sales, created a following of loyal customers, and received exceptional acclaim from professional food critics.



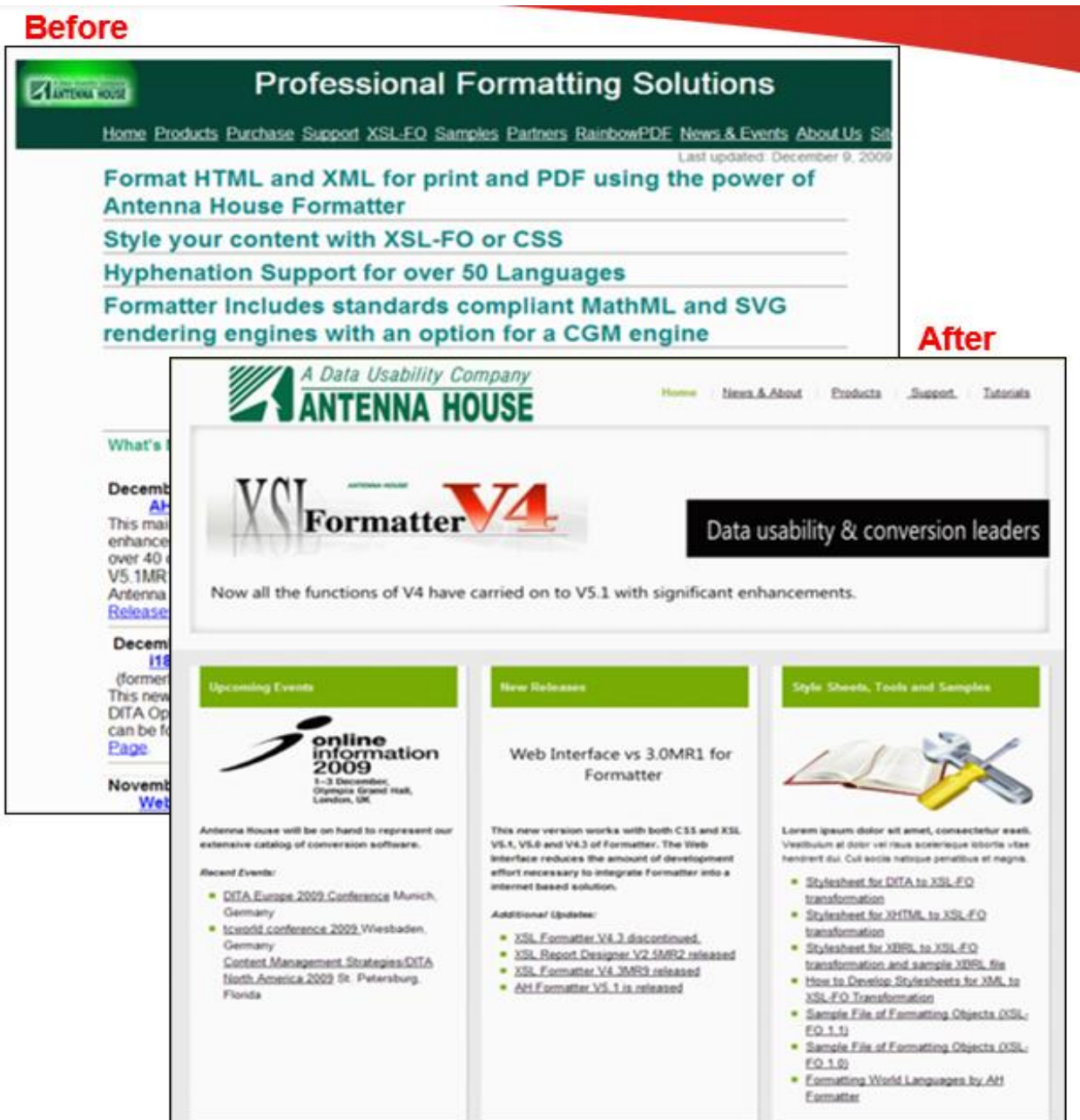
Antenna House

Challenge

Antenna House is an industry leader in data usability and conversion. The company's original site neither enticed its audience nor provided easy, clear navigation to all available products and solutions.

Solution

Through animation effects and a crisp 21st century look and feel, the revised site quickly illustrated the many solutions that were available and provided easy access to downloadable evaluation copies of each software product.



Prime Nanotech, LLC

Challenge

Prime was a start-up company that needed an informational site for prospective clients. Their web presence needed to be slick, impactful, and convey a feeling of high technology.

Solution

The copy had to outline a complex science in a meaningful way to compel prospects to action with an understanding of this groundbreaking solution model.



Tfori

Challenge

Tfori, a UK-based document translation company, started out with a website built by a novice who had little to no copywriting experience.

Solution

The redesign included edited copy and a clean layout that helps portray Tfori’s brand in a more professional, comprehensive manner. The result significantly improved Tfori’s web presence while adhering to their modest project budget.

Before



After



Graphics Design Experience

Although I am not a trained graphics professional, over the years I have learned to use a variety of tools to develop a wide range of visuals.

Logos, Banners, Marketing Presentations

Promotional Items

Ongoing development of promotional items such as logos, banners, marketing suggestions, etc.



PROFESSIONAL INFORMATION ENGINEER

Quality content makes all our lives easier.
Let's build some together today!



Promotional Items (continued)

FLASHBACK THE BAND

HSEW

CAPRI "more da luv" & G

KROÜN

TechCom Manager
The Newsletter for Documentation Managers

WRITE DATA
PROFESSIONAL INFORMATION ENGINEERING SERVICES

Midnight Rider
ACOUSTIC MUSIC FOR ALL OCCASIONS

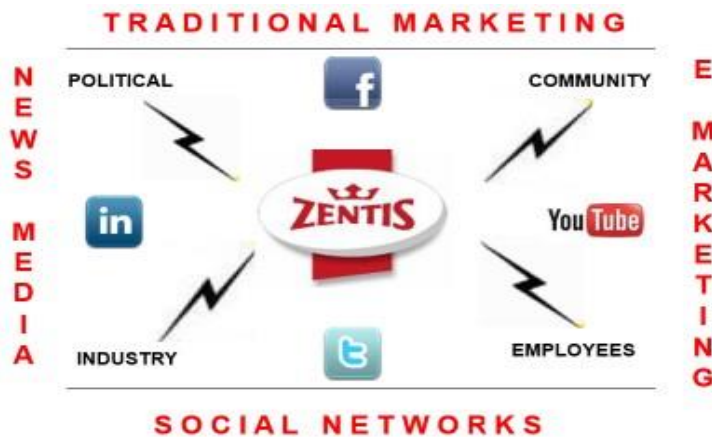
PROFESSIONAL INFORMATION ENGINEER

Quality content makes all our lives easier.
Let's build some together today!

SAV

Promotional Items (continued)

Sample marketing pitch to help boost sales.

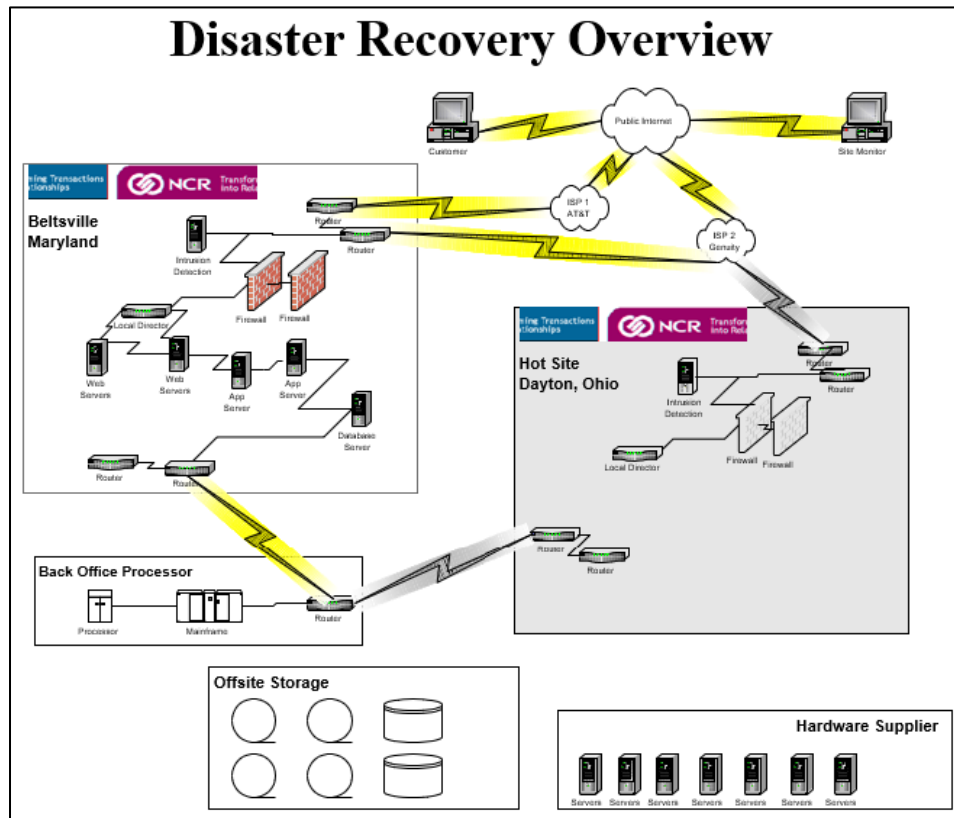


PROFESSIONAL INFORMATION ENGINEER

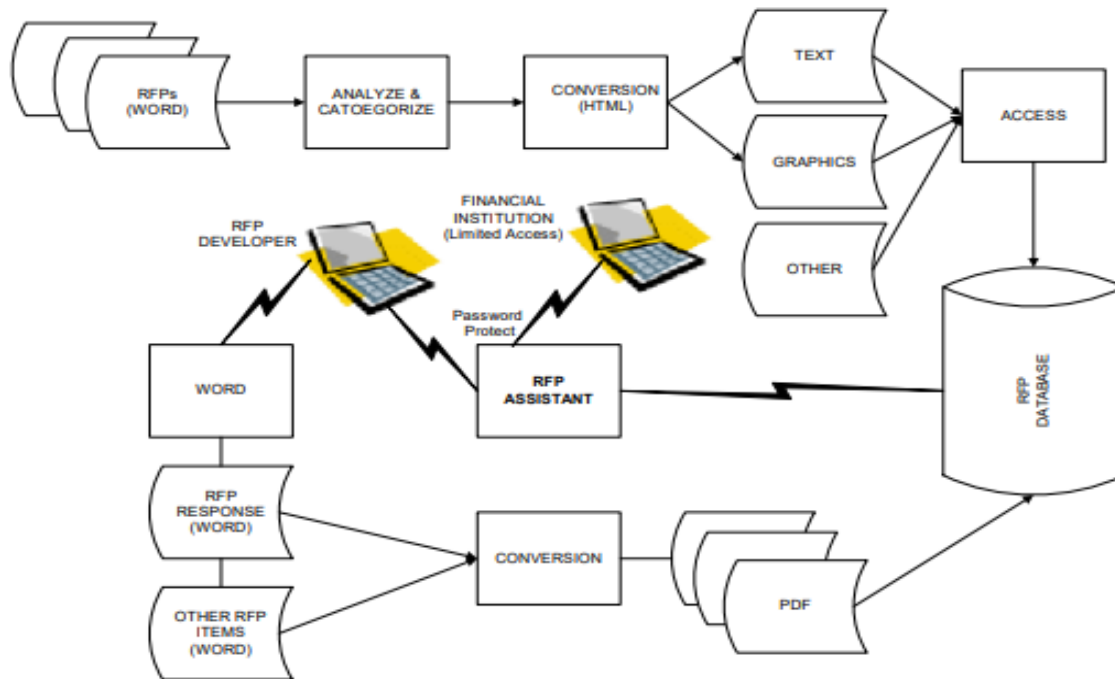
Quality content makes all our lives easier.
Let's build some together today!

SAV

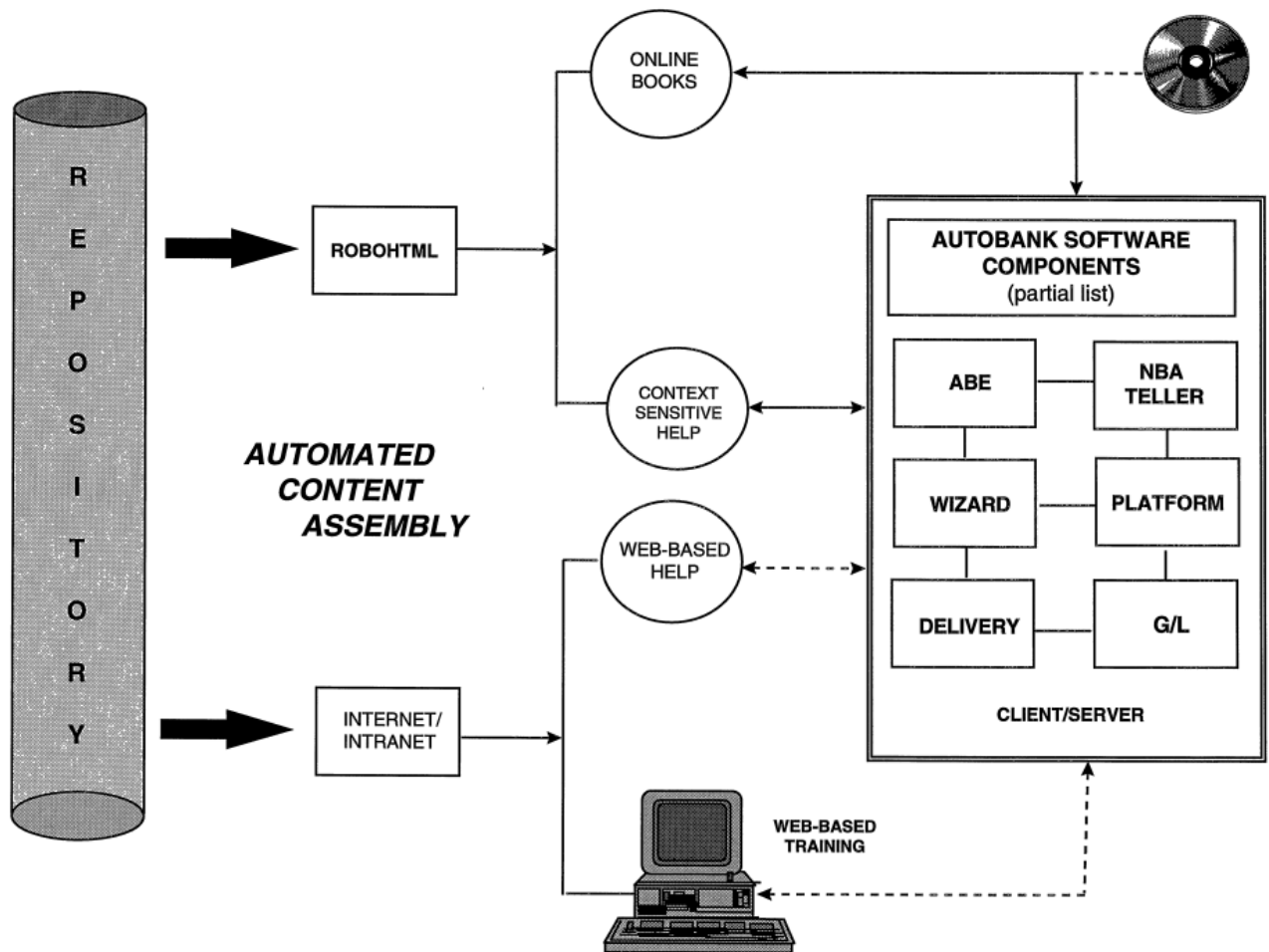
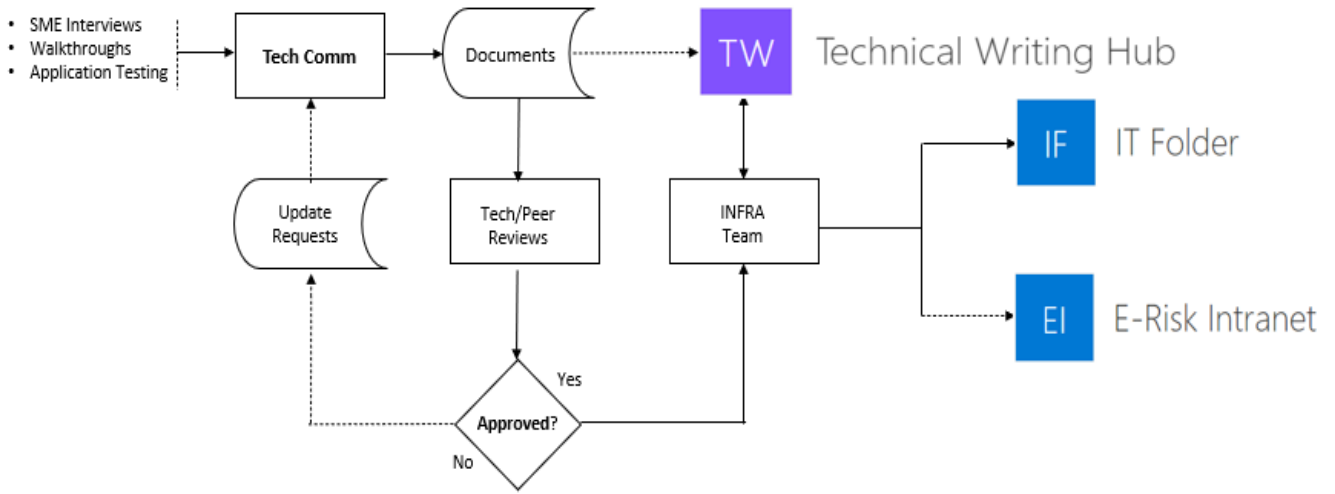
Technical Flowcharts

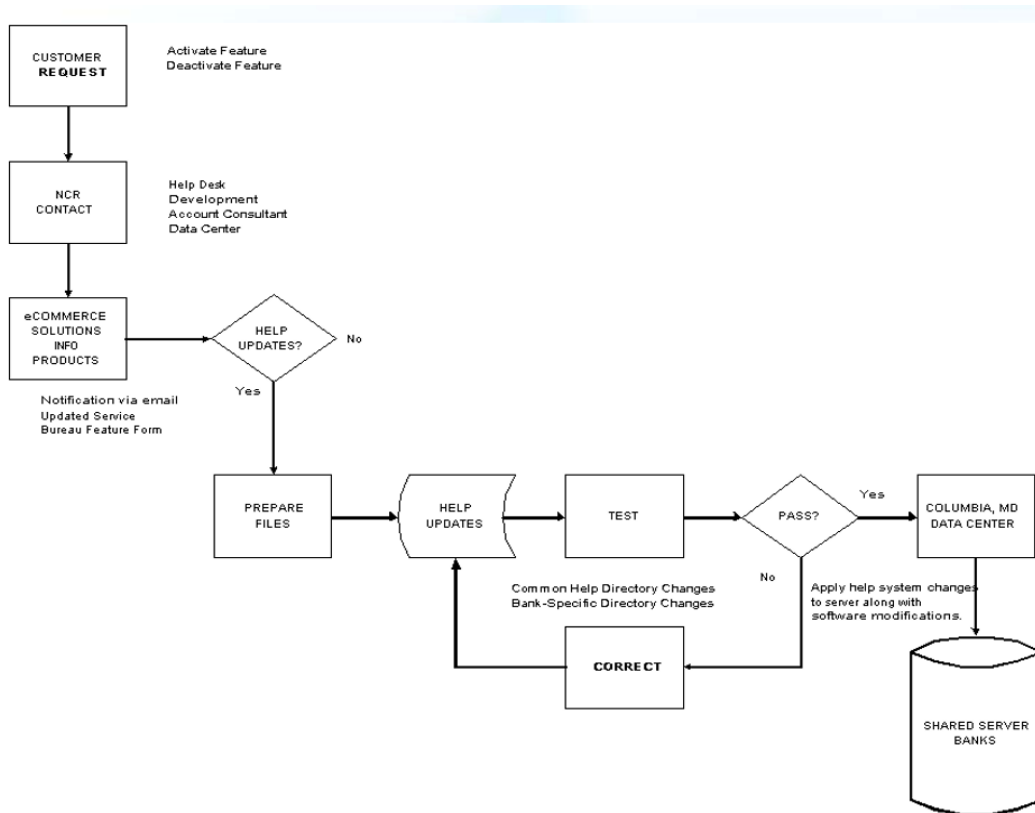
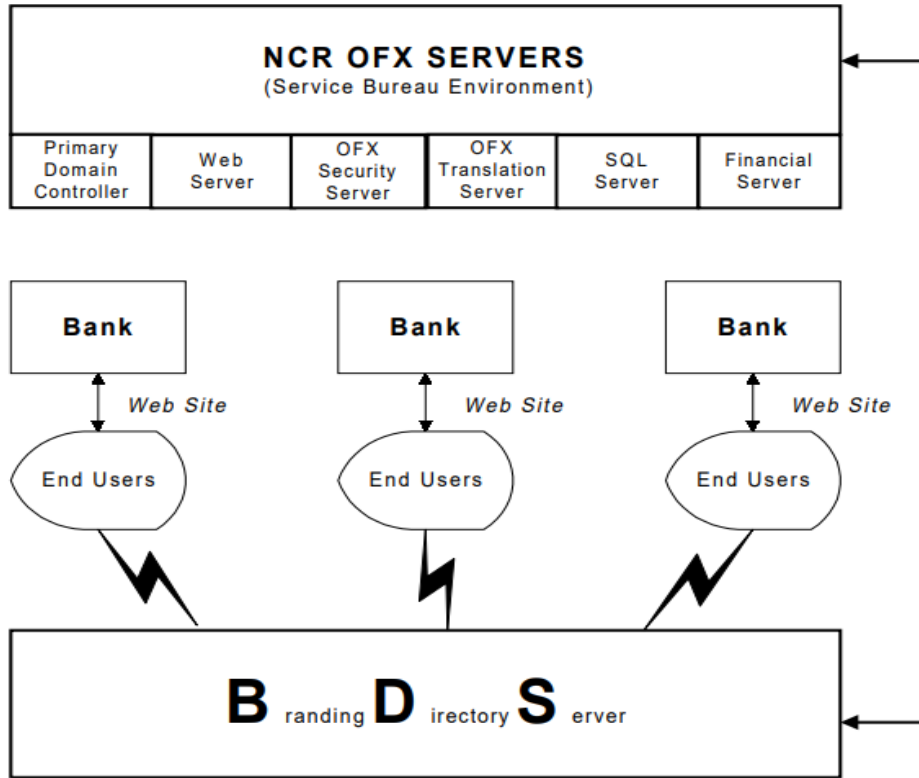


Online RFP Development System Processing



Infrastructure Documentation Process

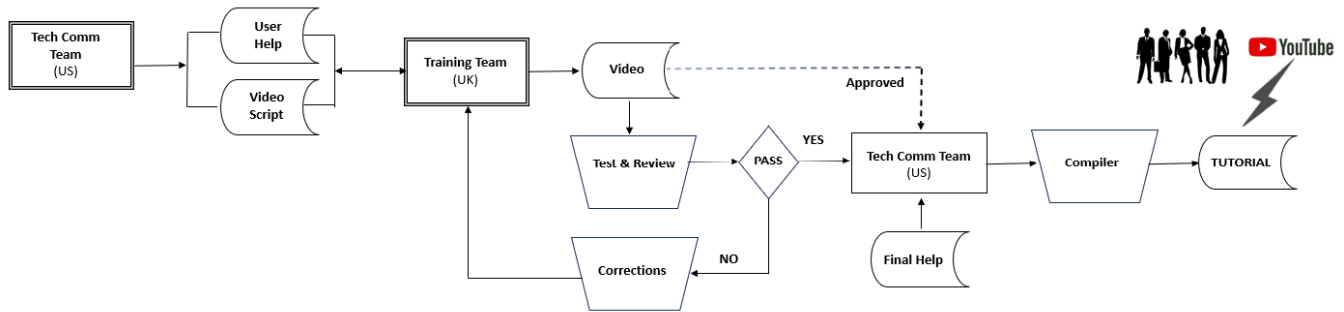




Video Production Experience

While at LexisNexis, following is the process I established and used to deliver hundreds of video tutorial modules to thousands of customers in multiple countries.

Process Flow



Team Activities

Following are the activities the **Tech Comm** and **Video** teams performed collaboratively.

Process	Tech Comm	Video Team
1. Write the user help content for a new feature.	X	
2. Publish the help content for review.	X	
3. Write the video script for the new training tutorial.	X	
4. Develop the training video .		X
5. Test and review the video for accuracy.	X	X
6. Apply any necessary updates to the video .		X
7. Apply any necessary updates to the help content .	X	
8. Generate the final video for approval.		X
9. Integrate the final video with the help content and generate the tutorial .	X	
10. Upload the tutorial to YouTube for worldwide user access.	X	

Note: Typically, the Tech Comm team consisted of one or two tech writers, and the Video Team consisted of a narrator and a videographer.

Software Development Experience

Banking Software

I started my NCR career as a junior Programmer Analyst. In that role, I developed and tested coding for Commercial Bank software.

Applications:

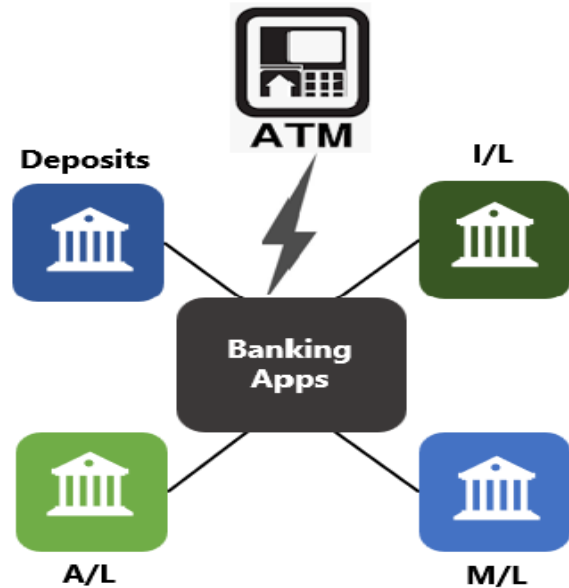
- Deposits
- Mortgage Loans
- Accrual Loans
- Installment Loans
- ATMs

NCR Commercial Bank Systems:

- CIF (Central Information File)
- FCS (Financial Customer Information System)

Coding Languages:

- COBOL
- NCR Neat/3
- FORTRAN
- Familiar with: JavaScript, C, C++ (from tech writing)

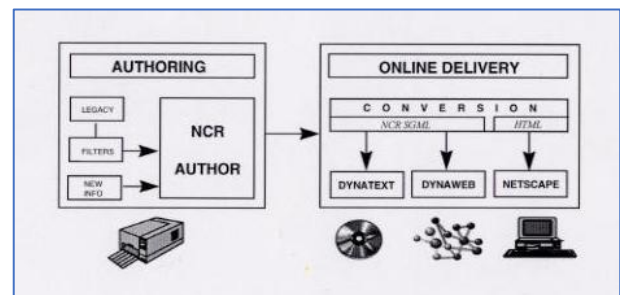
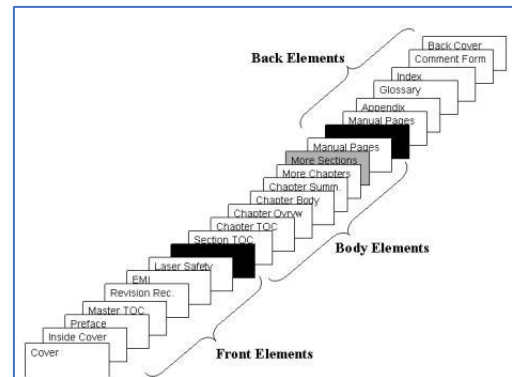


Publishing Software

As a Sr. Programmer Analyst, I led the team that pioneered NCR's platform-independent publishing technology based on SGML (ISO Standard 8879).

- Developed **NCR Author**, a structured authoring system in MS Word and FrameMaker.
- Developed and maintained the DTDs (Document Type Definitions) for various document architectures.
- Converted massive amounts of legacy data from numerous word processing formats (e.g., WordPerfect, Interleaf, PageMaker, etc.) to standardized authoring templates (FrameMaker and Word) supporting NCR's Technical Documentation Structure.
- Trained authors across the company to use the standardized templates.
- Converted content from Word and FrameMaker to SGML markup.
- Developed style sheets and other parameters required to process SGML data for output to CD-ROM, PDF, and the Internet.

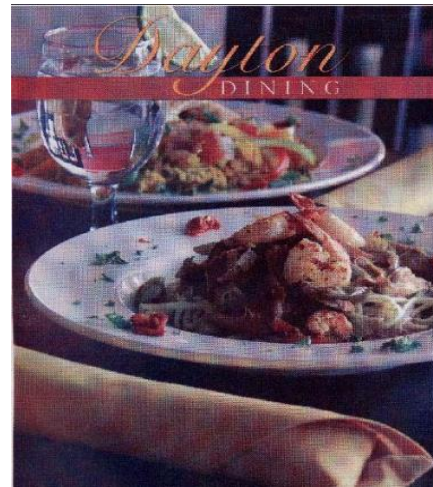
Technical Document Structure



Published Author Experience

As a freelance author, I have authored articles and white papers for various trade journals, newsletters, and magazines such as:

- TechCom Manager
- SoftwareCEO
- NCR Corporation
- The Dayton City Dining Guide
- Ladies' Home Journal
- American Baby



Articles

Click on links to open documents. Enter **7965** for password-protected items.

Technical

- [Conversion to a Common Authoring Environment with Online Delivery](#)
- [Making the Transition from Technical Writer to Manager](#)
- [Eight Steps to Successful Software Documentation](#)
- [Potential Position Descriptions for Information Engineering Professionals](#)
- [Effective E-Mail Marketing Tips](#)
- [Stepping up to Online Documentation and Training](#)
- [What Tech Writers Do](#)

Healthcare

- [New Hope for Child Cancers](#)
- [Prevention and Treatment of Colorectal Cancer](#)

Entertainment

- [Urban grapes - Enjoying Wines Downtown](#)

Newsletters

TechCom Manager

From 2004-2011, I developed, published, marketed, and deployed this international newsletter designed for documentation managers and other communications professionals.

Established in 2004 as a small start-up, TechCom Manager experienced exponential growth both nationally and internationally. Its readership considered the publication a valuable and reliable source of information for communications professionals worldwide.

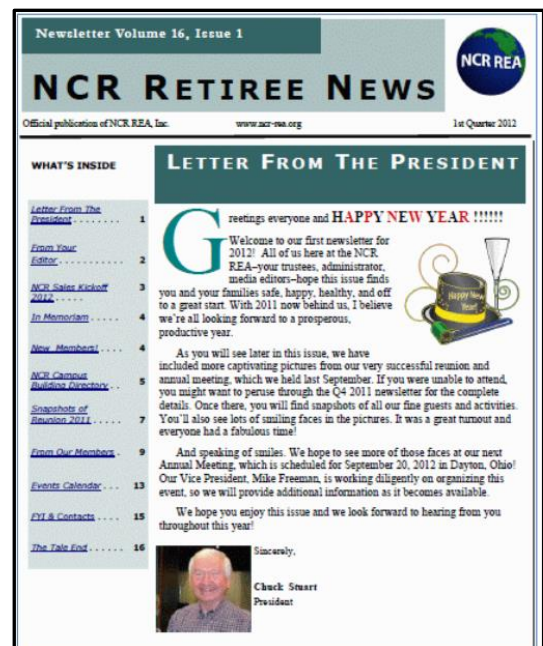
As Publisher and Managing Editor, I oversaw all monthly content, ad-space sales and placement, feature author and theme assignments, and delivery.



NCR Retiree News

The NCR Retired Employees Association was a non-profit organization designed to increase communications, interaction, and camaraderie among NCR retirees, surviving spouses, and eligible employees.

To fulfill this charter, I designed, developed, and deployed printed and online newsletters to keep members up-to-date on important issues relating to NCR corporation and ongoing events.



eCommerce Information Products Update

Developed monthly documentation-related newsletters for NCR's internal eCommerce staff members including:

- System Engineers
- Marketing personnel
- Sales associates
- Executives

Recipients used these updates to diligently keep track of software releases, fixes, new features and functions, and ongoing events.



eCommerce Customer Update

To support NCR's Internet Banking solutions, I developed a monthly online newsletter and deployed it to **hundreds of existing and potential external customers** including:

- Commercial Banks
- Savings & Loans Institutions
- Credit Unions
- Other Retail / Financial Establishments

Recipients used these updates to learn about ongoing features and functions, and to keep track of online events.



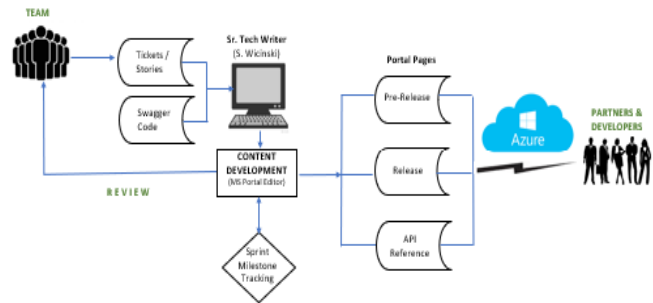
Process Engineering Experience

API Documentation Process

While working at Green Dot Corp., the company needed a solid documentation process for developing API documentation. They also needed to transition massive amounts of API-related content from PDF delivery (500+ pages) to online.

The solution I designed not only improved the existing API documentation process, but it also addressed the needs for prompt release documentation and the transition to online.

For details, click on the image.



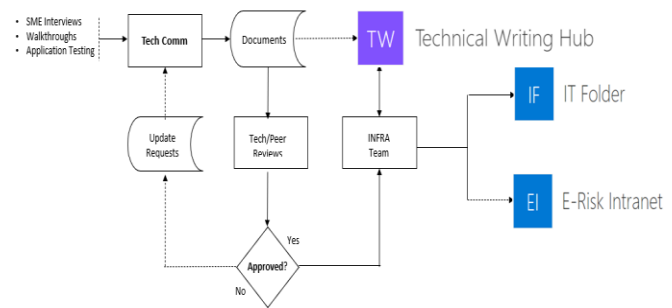
IT Infrastructure Documentation Process

At E-Risk (Nationwide), I was assigned to the IT team and responsible for all their internal, external, and training documentation deliverables.

At the onset, the team had no formal documentation process to follow, nor was anyone assigned to enforce a common procedure.

After collaborating with the team, I designed a simple, yet effective documentation process that met the needs of the IT team and their internal and external audiences.

For details, click on the image. To see another, similar process, [click here](#).



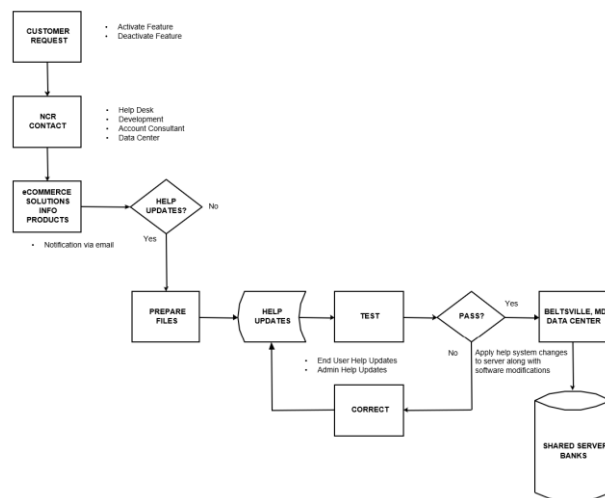
Online Help Update Process

At NCR, my Information Products team supported [hundreds of shared-server banks and other financial institutions](#) using our Internet banking solutions.

When customers added a new feature or function to their services, we needed a process to implement those help updates quickly and efficiently.

After collaborating with eCommerce engineers and data center leaders, I devised an update process that supplied a quick turnaround for online help updates, resulting in extremely happy customers.

For overview details, click on the image. For complete information on how I set up these help systems on secure NCR servers, [click here](#).



Localization Experience

Throughout my 8+ year tenure at LexisNexis, I managed translated content in 30 language locales for 40+ software applications.

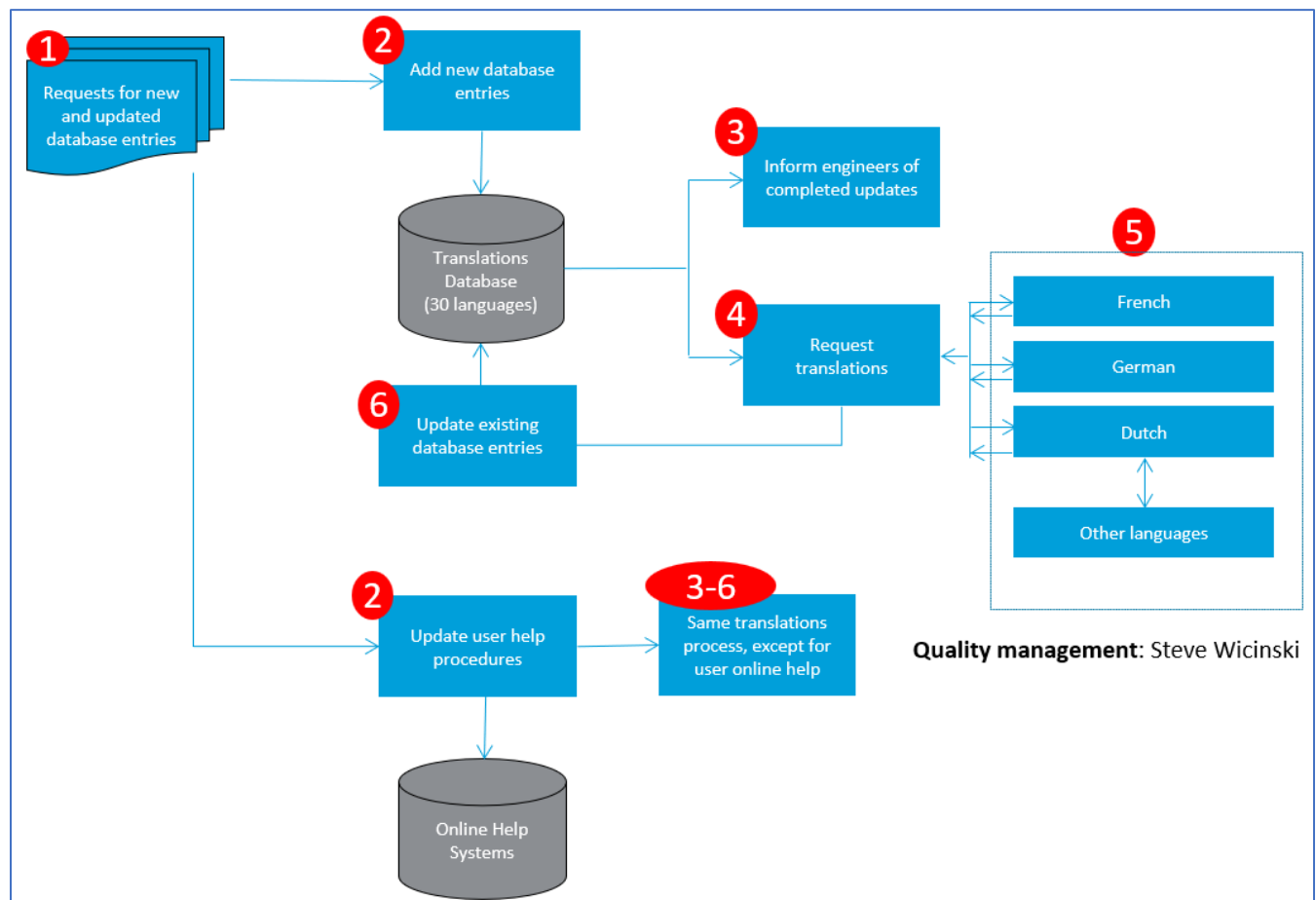
Language Locales

AT-DE	Austrian German	BE-FR	Belgium French	GB-EN	UK English	ZH-TW	Traditional Chinese
AU-EN	Australian English	LU-FR	Luxembourg French	US-EN	US English	JP-JA	Japanese
BR-PT	Portuguese	CH_FR	Switzerland French	CA-EN	Canadian English	IT	Italian
DE	German	ES	Spanish	HK-EN	Hong Kong English		
LU-DE	Luxembourg German	NL	Dutch	NZ-EN	New Zealand English		
LI-DE	Liechtenstein German	BE-NL	Belgium Dutch	MY-EN	Malaysian English		
CH_DE	Switzerland German	RU	Russian	SG-EN	Singapore English		
CA-FR	Canadian French	AR	Arabic	IN-EN	India English		
FR	French	TR	Turkish	ZH-CN	Simplified Chinese		

By collaborating very closely with professional translators in various countries, I applied translations to both help files and translation databases, which fueled the user applications with translated content.

Translation Procedures

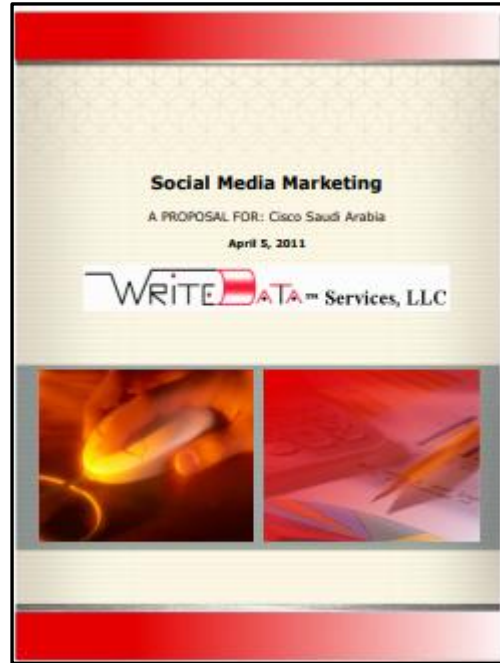
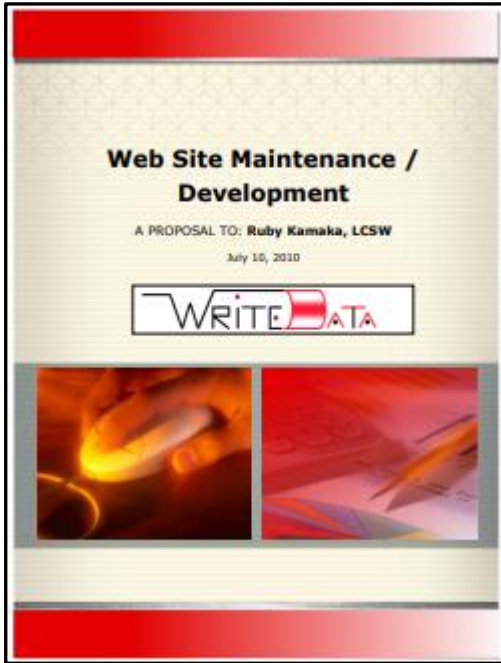
Overall, the translation process involved the following activities:



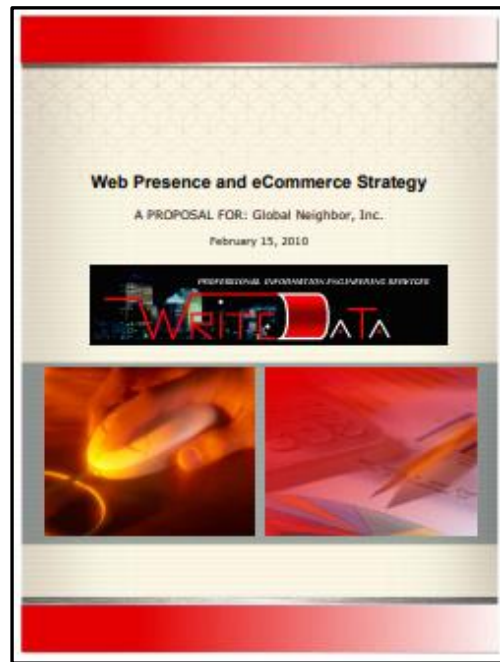
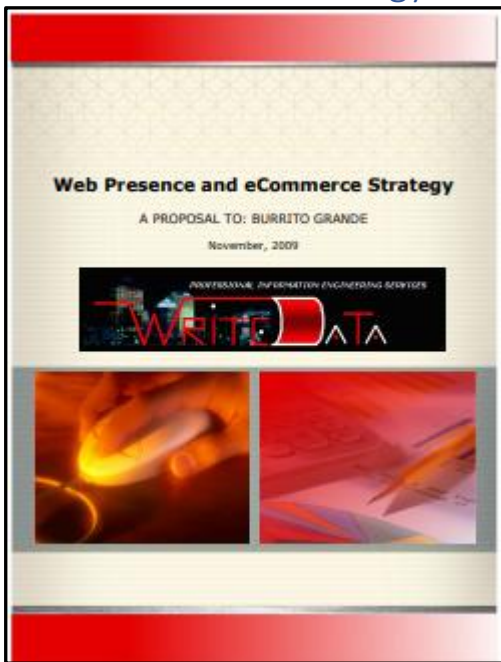
Proposal Writing Experience

Following are samples of winning proposals I prepared for a few of my former WriteData Services customers. For details, click on the images.

Web Development & Marketing



Communications Strategy



Awards & Honors

Have received several awards over the years from the following companies:

- LexisNexis
- NCR Corporation
- AT&T
- Others

For details, click on the image to the right.



Special Training & Certifications

Completed training for a variety of ongoing job requirements including:

- Technical Communications Management
- Project Management
- Information Engineering
- Technical Writing
- Cyber Security
- Bank Security

For details, click on the image to the right.



Ongoing Tools & Software Knowledge

API Development

- Swagger
- RESTful APIs
- OpenAPI
- Postman
- Python
- JSON

Collaborative Work

- Wikis
- Confluence

Content Management

- WordPress
- SharePoint

Data Analysis

- Excel

Development Process

- SDLC
- Waterfall
- Agile
- Scrum

Environments/ Platforms

- AWS Cloud
- Azure Cloud
- DevOps
- Data Warehousing
- .NET

Graphics

- Adobe Creative Suite
- Photoshop
- Visio
- PowerPoint
- SnagIt

Security

- CIAM
- IAM

Writing Styles

- AP Style
- Chicago Style

Markup Languages/Output Formats

- XML
- DITA (structure)
- HTML
- SGML
- Markdown
- PDF

Program Management

- Jira
- MS Project
- Teams
- VersionOne

Document/Newsletter Publishing

- MS Portal Designer
- MadCap Flare
- InDesign
- FrameMaker
- MS Word
- Doc2Help
- RoboHelp
- enewsBuilder interface
- NCR Customer Power eMarketing
- Mailchimp
- Constant Contact

Version Control

- Git
- Jenkins

Web Development

- DreamWeaver
- MS Expression Web
- Stylus Studio (XML Editor)
- Oxygen (XML Editor) – some experience

Cloud/Dev Platforms

- AWS
- Azure CLI
- .NET
- Data Warehousing Concepts

Performance Accolades

Recommendations and Feedback

Following are comments from my coworkers at various companies, and from some of the clients I've worked for in my freelance endeavors.

Coworker & Client Comments	
<p>April D'Angelo, Marketing Manager, ExpeData, Inc. <i>"Steve Wicinski is a true Renaissance man. Whether you need marketing communications, collateral development, web site content, technical writing or information products documentation and management, Steve does it all with a high level of quality, professionalism and customer focus."</i></p>	<p>Stu Rodgers, Owner, AGS Analytics <i>"WriteData Services was a pleasure to work with. They worked with me to understand my needs and the project. They quickly provided high quality products. I keep them on my short list of preferred tech writing suppliers."</i></p>
<p>S. Ross Fox, M.D. <i>"I am taking this time to let you know that Steve Wicinski's recent article in Ladies' Home Journal turned out great. Due to the many calls we received, we feel the program was very successful."</i></p>	<p>Kathleen Smith, Assistant Director, Radiology Services, St. Francis <i>"I have heard many positive comments throughout the hospital, including our referring physicians and patients. The article was well-written, and the placement of our artwork was tastefully done. Again, it was a pleasure working with you."</i></p>
<p>Pam Heintz, Owner, Artisans Café <i>"Artisans Cafe has worked with Steve Wicinski's company WriteData Services for several years now. They created and maintain our website. We are always very pleased with the products they produce for us and the timeliness of their work."</i></p>	<p>Greg Sackenheim, Director, EPX <i>"Steve is a true professional. He is very detail oriented and a strong self-starter. I highly recommend Steve to anyone who is looking for a responsible individual who will get the job done the first time, completely and accurately."</i></p>
<p>Jodi Norton, Director, Marketing, OhioHealth <i>"Our advertorial looks great! Thanks so much for your help with this project!!"</i></p>	<p>Robert Angel, Sales Manager, Intuit Corp <i>"Steve Wicinski is a true professional. He was excellent to work with and always provided outstanding insight. He was very customer focused. Always on top of his game."</i></p>
<p>Renee Stock, Senior Communications Analyst, LexisNexis <i>With his diverse skills and passion for detail, Steve is an engaged and dedicated coworker. Steve mastered our translation database and managed UI text for at least 16 different languages. Steve knows how to work within the software development process. He would be a solid addition to any technical writing team.</i></p>	<p>Carl Robinson, Director of Application Development, E-Risk Services, Nationwide Letter of recommendation</p>

Coworker & Client Comments	
<p>Mimi Lane, Senior Technical Writer, E-Risk Services, LLC (Nationwide Insurance) <i>I had the distinct pleasure of working with Steve at E-Risk Services as part of a team of technical writers. Steve's attention to detail and thoroughness when developing system, process, and user guides is unmatched. His experience in the discipline of technical writing was instrumental in growing our new technical writing team and developing our writing standards. He is fun and interesting, to boot! Working with Steve was one of the best experiences I've had, and I would not hesitate to work with him again! I hope our paths cross again and we do get that opportunity. I learned much from him and feel that I'm a better technical writer because of his influence.</i></p>	<p>Kerri Barber, Sr. Marketing Analyst, NCR Corp. <i>Steve is a supremely talented and pragmatic writer and editor. His work is creative, clear and concise in all aspects of business writing. As a project manager, he is dedicated to meeting the clients' requirements and delighting them by exceeding expectations.</i></p> <p><i>Personable and highly competent, Steve's marketing perspective is second to none. He has the ability to tailor specific strategies that are proven to succeed through data-driven analysis, even in these difficult times.</i></p> <p><i>Steve represents information engineering at its finest. It is also a pleasure to work with him and continue learning from his keen insights.</i></p>

References

Potential Employers: Following is a link to my personal references. However, for security purposes, you will need a password to open the document. To request the password, email me at steven.wicinski@earthlink.net.

[My personal references](#)

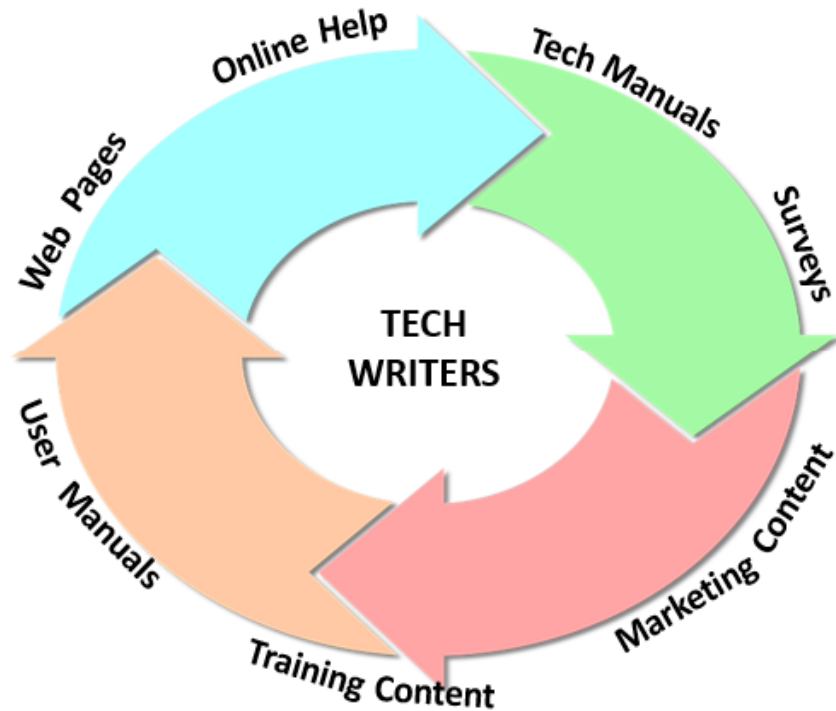
APPENDIX

What Technical Writers Do

Often, I find there is a misconception about **what technical writers do** for a living. And although we routinely collaborate with many other professionals and possess many of the same skills, what we do to produce our deliverables can greatly differ from that of our peers. Following is a simple example of the activities a team of professionals might perform together for a software project.

Team Members	What They Do ...	What Tech Writers Do ...
Software Engineers	Write application code.	We write about the code for various audiences, users, and deliverables.
Product Managers	Identifies customer needs.	Often, we write and deploy surveys to collect feedback from customers.
Project Managers	Manage all aspects of a project.	We manage the content development aspect for one or more portions of the software.
Graphics Artists	Design creative illustrations.	We describe the illustrations relative to the software's processing.
Videographers	Create video-based training.	Typically, we develop the video's organizational plan, then write the script or narratives for the narrator.
Instructional Designers	Create training using special software to integrate text, graphics, and video.	We wordsmith the content for the text integrated into the training modules.
Marketing Staff	Create marketing communications for existing and potential customers.	Routinely, we write content that is reusable for marketing communications.

Typical Deliverables



Tech Communicator Hourly Rate Guidelines

The following guidelines are provided by *Writing Assistance, Inc.*

Title and Skill Set	Production Options	Low Rate	Average Rate	High Rate
Copywriter <input type="checkbox"/> 5+ years experience <input type="checkbox"/> Degree in Journalism/Marketing/Mass Communications <input type="checkbox"/> Most work with Designers, some produce own graphics	Brochures Web copy Newsletters Direct mail Articles Ads Presentations Re-Branding	\$45/hr	\$70/hr	\$95+/hr
Web Content Writer <input type="checkbox"/> 5+ years experience <input type="checkbox"/> Degree in English/Communications <input type="checkbox"/> Works with Designer for architectural layout of pages <input type="checkbox"/> Develops concepts <input type="checkbox"/> Strong skills in MS Word, may have knowledge of other Web tools	Web copy Banner ads Logos SEO content Articles	\$42/hr	\$68/hr	\$85+/hr
Software Technical Writer <input type="checkbox"/> 5+ years experience <input type="checkbox"/> Degree in English/Technical Writing <input type="checkbox"/> Strong skills in MS Word, Visio, FrameMaker, RoboHelp, HTML	User guides Online help Process documentation Policies/procedures System documentation Life-cycle development IT network manuals	\$52/hr	\$68/hr	\$80+/hr
Hardware Technical Writer <input type="checkbox"/> 5+ years experience <input type="checkbox"/> Degree in English/Technical Writing <input type="checkbox"/> Engineering/Mechanical Experience <input type="checkbox"/> Strong skills in MS Word, possible FrameMaker, some illustration tools	SOPs Installation manuals Maintenance manuals Operational manuals	\$50/hr	\$64/hr	\$75+/hr
Technical Editor <input type="checkbox"/> 5+ years experience <input type="checkbox"/> Degree in English/Communications <input type="checkbox"/> Some writing experience <input type="checkbox"/> Strong skills in MS Word, possible FrameMaker, Visio	<i>Looks for:</i> Consistency Spelling Grammar Punctuation Standards Format templates Tables Table of contents/index	\$47/hr	\$60/hr	\$72+/hr
Proposal Writer <input type="checkbox"/> 5+ years experience <input type="checkbox"/> Degree in English/Communications or other related field <input type="checkbox"/> In-depth research and interviewing skills <input type="checkbox"/> Strong skills with MS Office Suite	Private proposals Government proposals RFPs Grants	\$65/hr	\$85/hr	\$100+/hr

<i>Title and Skill Set</i>	<i>Production Options</i>	<i>Low Rate</i>	<i>Average Rate</i>	<i>High Rate</i>
Instructional Designer <input type="checkbox"/> 5+ years experience <input type="checkbox"/> Degree in Instructional Design, some have an MA in Education <input type="checkbox"/> Experience with ILT, WBT, CBT, e-Learning <input type="checkbox"/> Strong skills in MS Word, HTML, PowerPoint, Dreamweaver, Director, Flash, Captivate	Course modules Curriculum PowerPoint presentations Soft skill training Technical training Handouts	\$63/hr	\$80/hr	\$95+/hr
Medical/Science Writer <input type="checkbox"/> 5+ years experience <input type="checkbox"/> Degree in Health, Life Sciences, English/ Communications; some experience in medical or pharmaceutical field preferred <input type="checkbox"/> Possible Master's degree, PhD, PharmD or RN <input type="checkbox"/> Knowledge of FDA regulations	Brochures Clinical Studies Protocols Manuscripts Medical Grants Scientific White Papers Articles Abstracts	\$70/hr	\$90/hr	\$120+/hr
Technical Illustrator <input type="checkbox"/> 5+ years experience <input type="checkbox"/> Degree Computer Science or Liberal Arts or Graphic Design <input type="checkbox"/> Engineering/Mechanical Experience <input type="checkbox"/> Strong skills in AutoCAD, Visio, CorelDraw, PhotoShop, Illustrator	Graphics Drawings Touch-ups 3-D images	\$55/hr	\$65/hr	\$80+/hr
Graphic Designer <input type="checkbox"/> 5+ years experience <input type="checkbox"/> Degree in Computer Graphics or Graphic Design or Fine Arts <input type="checkbox"/> Strong skills in PhotoShop, Freehand, Illustrator, Flash, InDesign, Quark	Create animations Design graphics Print design and pre-press production Ads Trade show & display graphics Logos	\$45/hr	\$68/hr	\$90+/hr
Web Designer <input type="checkbox"/> 5+ years experience <input type="checkbox"/> Degree in Computer Graphics or Graphic Design or Fine Arts <input type="checkbox"/> Strong skills in PhotoShop, Freehand, Illustrator, Flash, HTML, GoLive, Dreamweaver, Fireworks, Contribute	Create animations Design graphics Maintain interface, site architecture Custom site design Banners Logos	\$50/hr	\$75/hr	\$90+/hr

Technical Writing Vs UX Writing

Many years ago when I started writing technical and end-user documentation, we never heard the term UX Writer. Similarly, we never heard of Content Strategists, Information Products Analysts, and other titles to describe the Technical Writing profession.

Today, we see all sorts of training for UX writing. There are certifications, letters you can put behind your name after training, and so on. Still, in my experience, if you've been a technical writer for any length of time, chances are you've also been a UX writer.

The following excellent illustration attempts to depict all the differences between the two paths. This comes to us from an excellent author, [Keith Mahoney](#).



Looking back on my technical-writing career, there's nothing listed here I haven't done. True, my focus has shifted from one project to the next, but the tasks above almost always intersect and overlap. Another interesting point is that some UX teams today include writers but don't call them UX writers. As I see it, what's important is for technical writers to work collaboratively with whatever team they're on (IT, UX, Development, etc.). Ultimately, the goal is always the same: Quality content!



*Thank you for
visiting my portfolio!
Steve
CW*

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Mobile: (937) 671-0745
Linkedin: <https://www.linkedin.com/in/stevenwicinski>