

**Andrea H. Brennan**  
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## **Summary**

A communications professional bridging knowledge gaps with technical and marketing information.

## **Experience**

2007 – Present

Owner, Teamplete (<http://www.teamplete.com>)

Independent contractor: provides technical and marketing communication services.

- Editing and copywriting manuscripts for a university press
- Writing promotional magazine articles for an industry association
- Providing editorial analysis of manuscripts for a publishing pre-press
- Developing a case study and web seminar content for a software developer

2004 – 2007

Transportation Marketing Manager, Concrete Reinforcing Steel Institute, Schaumburg Illinois

Led marketing, promoting, and managing of information resources to support members' products.

- Strategic shift in organization's information resources after surveying the institute's target demographics and partners and reflecting technology shift to electronic media.
  - Created knowledge base and document ID system for printed archive documents.
  - Updated plain-text monthly newsletter to HTML quarterly e-news.
  - Developed web seminar with software developer to demonstrate software upgrade
  - Maintained organization's Internet site.
- Wrote the End User License Agreement, release documentation and help file for a software application upgrade developed by a third-party developer. Created CD label, jewel case inserts, advertising copy and layout for print and Internet.
- Information resources developed with Federal and State Departments of Transportation
  - Wrote articles for engineering magazine about new project under construction, teaming with the State DOT engineers, construction managers, and consultants. Took photos of project that were used in the article and in another association's promotional materials.
  - Assembled team of Federal and State DOT engineers, engineering consultants and construction managers to evaluate the past and future performance of a major urban expressway. Wrote white paper and presented it at an international conference.

2002 – 2004

Product Marketing Manager, Distribution Control Systems, Inc., Hazelwood Missouri

Managed new utility metering product feature marketing and development, collaborating with engineering for industry-leading product introductions and improved quality processes.

- Determined product requirements and roadmaps based on customer and market research.
- Wrote technical marketing collateral, including specification sheets and spotlight brochures.
- Created product demonstrations for industry trade exhibits and sales visits.
- Led New Business Development department through ISO 9001:2000 process certification.

2002

Contract Technical Marketing Writer, Baxter Healthcare (Kelly Technical Services), Northbrook, Illinois

Four-month contract to produce internal company technical information on behalf of IT department.

- Created 8½" x 11" user procedure reference card for new IT service (remote networking via VPN).
- Created wallet-size reference card and four-page procedure reference for new business tool.

1992 – 2001

Documentation, Training, and Product Marketing Manager, Motorola, Schaumburg Illinois

Teamed with engineering groups to either determine product requirements or create product reference materials. Often brought on board for new projects because of knowledge and management expertise and ability to train new staff. Promoted five times during employment to supervisory and management positions.

- Trained and managed staff of technical writers and training developers for telecommunications infrastructure system documentation. Managed documentation and training projects with vendors.
- Developed templates, boilerplate content, paragraph and character styles, and document standards for department use, often co-opted by other teams.
- Collaborated with engineering to closely align code and documentation in object base, to create and implement configuration-controlled, secure, web-based software release system. Documented procedures to download, verify and use software, used by test and validation team to ensure product quality.
- Led documentation/training teams to ISO 9001 process certification. Participated in departmental Carnegie-Mellon Management Model (CMM) level improvement from Level 4 to Level 5. Charter member of corporate documentation and website standardization cross-functional team.
- Created Intranet documentation and training ID system and roadmap for engineering staff. Converted videos of “box-lunch seminars” for viewing via secure corporate Intranet.
- Determined and documented feature and function requirements for consumer products and infrastructure systems.

1990 – 1992

Technical Writing Specialist, Odesta Corp., Northbrook, Illinois

Wrote customized solution requirements and reference documentation for relational database and document management system software applications.

1989 – 1990

Electronic Publishing Consultant, Wood|Sprau|Tannura, Inc., Chicago, Illinois

Provided consulting services for electronic publishing systems. Wrote software user documentation.

## **Education**

M.B.A. International Business, DePaul University

M.S. Communication (Journalism), University of Illinois

B.A. Russian Area Studies (Math minor), University of Illinois

## **Skills and Toolbox**

Information Mapping® documentation methodology, Formal Technical Review, ISO and CMM process models, iterative product development lifecycle. Senior member of the Society for Technical Communication.

Microsoft, Apple and Unix operating systems. Microsoft Word, Excel, PowerPoint, Project, and Visio. Adobe FrameMaker, Acrobat Professional, Illustrator, and Photoshop. QuarkXPress. Rational ClearCase, ClearQuest, and RequisitePro.

Online portfolio and list of professional references available at <http://ahtportfolio.tripod.com>.