

- PROFILE**
- Seasoned communications professional, experienced in both management and hands-on roles, both as an employee and as a consultant on virtual teams.
  - Broad industry experience, ranging from financial services, telecommunications, and high tech to the non-profit world.
  - Award-winning corporate writer and editor. Experience in marketing communications, executive and employee communications, training development, technical writing, and general public relations writing.
  - Strong collaboration and relationship management skills.
  - More than ten years of web content experience – planning, design, writing/editing, hands-on development and project management.
  - Technically proficient, with a broad understanding of technology and a fast uptake of new tools.
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**CONSULTING EXPERIENCE**  
**1991–Present**

- Since 1995, my independent consulting has focused primarily on web content and site development, e-learning development, and integrated print/web projects. On large-scale projects, I typically perform project management, content consulting, writing, and editing. On small-business websites, I usually have a broader role, including site consulting, design direction, and development.
- Long-term training development clients have included Sun Microsystems and National Semiconductor. Designed and developed numerous e-learning courses on soft-skills topics; also developed exercises and materials for instructor-led training.
  - Multi-faceted communications consulting relationship with Fireman's Fund Insurance Company. Redesigned agent website, rewrote claims letters, managed development of the company's first editorial style guide, wrote a variety of marketing collateral, and co-developed a case study history of the company used for global executive leadership training.
  - Design and development of small-scale websites for a range of small- to medium-sized businesses. Feature implementations have included small- to medium-scale e-commerce, forums, blogs, small-scale content management systems; and Flash animations, video, and audio.
  - Before the web, provided communications consulting, project management, writing, and editing for a range of audiences and purposes. Clients included Bank of America; Charles Schwab & Co.; Bechtel Corp.; Pacific Bell; and agencies such as Studio Archetype and Foote, Cone & Belding.
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**CORPORATE EXPERIENCE**  
**1980–1991**

**Managed employee & executive communications, Pacific Telesis (West Coast telephone company, now part of AT&T), San Francisco, 1986-1991.**

- Planned and executed multi-faceted communication programs for internal and external audiences. Topics included corporate strategy; mergers, acquisitions and downsizing efforts; financial performance; employee/HR topics; as well as trends in technology, public policy, and education.
- Managed annual budgets over \$500K.
- Wrote speeches for the CEO and other top executives.
- Edited award-winning corporate magazine, *PACIFIC*, which went to customers and industry opinion leaders as well as managers.

**Performed employee communications and marketing communications for Crocker National Bank, San Francisco, and Brown and Caldwell Consulting Engineers, Walnut Creek, 1980-1986.**

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**EDUCATION/  
AWARDS**

- B.S. in Journalism (with honors), University of Florida.
  - Multiple winner of the prestigious international Gold Quill award from the International Association of Business Communicators.
  - Numerous regional awards from IABC and PRSA.
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**TECHNOLOGIES/TOOLS**

Proficient with Windows and Mac operating systems, as well as Sun Solaris and UNIX (at a basic level).

- **FLUENT:** Microsoft Office | StarOffice/Open Office  
Hand-coded HTML & CSS | Dreamweaver | HomeSite  
Adobe PageMaker | ReadyGo Web Course Builder
  - **PROFICIENT:** Microsoft Project | Adobe Photoshop  
Adobe Acrobat | BBEdit | FileMaker Pro  
Numerous web applications, such as blogs, wikis, collaboration sites, and shopping carts
  - **HANDS-ON EXPERIENCE:** Macromedia Director  
Adobe Illustrator | Fireworks | QuarkXpress  
Scripting languages, such as JavaScript, CGI/Perl, PHP, and ASP  
Databases, such as MySQL and SQL
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**VOLUNTEER EXPERIENCE**

- Board memberships, PR/fundraising consulting, technology planning, and website development for arts groups, schools (preschool and elementary level), and environmental organizations.
  - Currently contribute pro-bono time as a Wikipedia editor.
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**REFERENCES & SAMPLES**

Available on request. An abbreviated portfolio of website samples and e-learning samples is available at [www.teresaruano.com](http://www.teresaruano.com). Some samples are proprietary or inside firewalls, but excerpts can be shown in-person.

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