Marty Hale-Evans

editor, writer, instructional designer

Portfolio: <http://www.martyhaleevans.com/>

**Highlights**

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| * Writes and edits to different audiences and applies legal, globalization, and localization specifications, unity in tone and voice. * Has worked on a wide variety of content for web and print, particularly in education and high tech. * Applies principles and best practices of instructional design to educational materials. * Organized, creative, analytical, self-starter, flexible, enthusiastic, proactive. | * Accomplished in English spelling, grammar, usage, and style issues (*The Chicago Manual of Style*, MSTP, AP style). * Has done project management: production workflow for teams, particularly in publication and release lifecycle; agile processes, navigating complex projects, decision making. * Works well independently and collaboratively. |

**Technology Tools & Skills**:

Microsoft Office—Outlook, Word, Excel, PowerPoint; Google—Drive, Docs, Sheets, Slides, Drawings; collaborative and CMSs—GitHub, SharePoint, Confluence; web services and cloud computing; Trello, Jira, CSS, WordPress, wiki; basic HTML, XML, and Markdown

**Experience**

# Writer 3 / Instructional Designer

# **Google (contract – Artech)** *4/2019 to 12/2019*

# Provided writing, editing, and instructional design for Google's Applied Digital Skills curriculum.

# Designed and outlined lessons, including scripts for educational video and related educational content aimed at middle and high school students as well as adult learners.

# Performed developmental, content, and line editing on scripts and materials produced by other writers. Tested and edited demonstration procedures.

# Devised workflow for a content evaluation project.

# Technical / Academic Editor

# **Scribendi, Indigo Slate** *11/2017 to 3/2019*

Provided editing and proofreading services working on many different types of content, including technical documentation, web content, white papers, academic papers, and business reports.

# Instructional Designer / Content Developer

# **McGraw-Hill Education (contract - The Creative Group & Allsource)** *06/2015 to 06/2017*

Provided instructional design, writing, editing, and content development to global publisher of educational materials.

* Applied instructional design principles and editorial best practices to address data-driven user needs in commercial product programs for instructor-led and individual instruction.
* Co-led content creation team for interactive staff training product for new employees and contractors. Worked collaboratively on end-to-end product development, graphic design, user experience, drafting and polishing text, building and testing, as well as project management in content development and planning, managing milestones in project plan, using analytics tools and research data, and publishing courseware.
* Designed and built engaging prototype content for higher-education products in fast-paced environment.
* Applied metadata tagging for company’s content management system, enabling reusability.

# Operations Manager

**Healing Mountain Publishing** *12/2013 to 09/2014*

# Managed hands-on daily information and process management for small publisher, facilitating and troubleshooting product sourcing and fulfillment.

# Created and managed knowledge architectures, internal communications and operating procedures.

# Acted as editor and proofreader for manuscripts, redesigned editorial and publishing workflows.

# Helped stakeholders design online learning projects and make branding decisions.

# Technical Writer and Editor

# **Microsoft (contract - Content Master)** *03/2006 to 08/2011*

Wrote and copyedited content for developer training courseware (Microsoft Official Curriculum) and other digital and print content projects for multiple product teams.

* Edited to ensure accuracy to clients’ specifications (product documentation, web content, marketing content and presentations, white papers, reports, video and audio scripts, technical support guides, UX and user interface, and knowledge base content).
* Produced deadline-driven work quickly and effectively, with high flexibility and ability to adapt under minimal supervision; committed changes to complex CMS.

# Technical Editor

**Microsoft (contract - Ombrella)** *08/2010 to 08/2011*

# Acted as copy editor and content editor for Microsoft Services consulting.

# Edited for technical content maintenance, legal specifications, grammar, consistency, usability, and adherence to company style standards. Improved internal and customer facing software documentation, marketing materials, and instructional content.

# Produced technical writing and copywriting projects, worked with engineers on UI, quality control, other business needs.

# Author and Developmental Editor

**Wiley Publishing (Freelance)** *09/2010 to 08/2011*

Co-authored a book entitled *Mindhacker: 60 Tips, Tricks, and Games to Take Your Mind to the Next Level,* released in September 2011. Book has sold approximately 30,000 copies.

* Wrote and researched several chapters of original content for inclusion.
* Developed writing and provided content and copy editing for all material in book.
* Provided project management strategy, recruited and managed contributors.

# Technical Editor

**Microsoft (contract - Comsys)** *01/2010 to 07/2010*

# Content-edited materials related to Microsoft Services.

# Applied consistent style and voice to internal and customer-facing software development documentation, digital content, white papers, video scripts, technical support content, marketing and customer research materials, UX and UI, instructional content. Produced work independently, quickly, and effectively; used complex CMS.

# Developmental Editor and Author

**O’Reilly Media (Freelance)** *04/2005 to 01/2006*

Edited and wrote for *Mind Performance Hacks: Tips & Tools for Overclocking Your Brain*, released in 2006. Book has sold approximately 100,000 copies worldwide, in six languages.

* Developed writing and provided content and copy editing for all material in book.
* Provided project management strategy, recruited and managed contributors.
* Wrote and researched several chapters of original content.

# Technical Writer

**The Boeing Company, SSDBS/787 PAL Group (contract - Volt)** *12/2004 to 02/2005*

Provided technical writing and editing of existing content for new large-scale web-based product component delivery system. Incorporated technical data subject to FAA compliance about hardware manufacturing processes and engineering operating procedures.

* Worked with other writers and SMEs to check documentation content; rewrote customer-facing web content.
* Helped write procedures and guidelines for document conversion and trained other writers to use software tool.

**Education**

Master of Library and Information Science **University of Washington Information School**, *graduated 06/2014*

Classwork in information architecture and administration, information technology and analytics, knowledge management, information sharing behavior, research and reporting skills, social media strategy, taxonomy and metadata, collection management skills.

Bachelor of Arts in Telecommunications/Broadcasting

**University of Kentucky**

Classwork in journalism, communications, fine art, computer programming, and French.