

Susan McLain

360-464-8571

susan@thewritingway.com

Employment and Experience

Avalara, Inc., Marketing Manager/Content Specialist, March 14, 2011 – present, Bainbridge Island, WA

- Research, write and conceptualize editorial calendar and assets such as white papers, case studies, position papers, briefs, articles, blogs on complex compliance topics regarding sales and use tax and 1099 management to support a Software-as-a-Service (SaaS) offerings.
 - Developed subject matter expertise and knowledge.
 - Increased blog activity and gained recognition as industry expert for my blogs—especially legislative reporting.
 - Develop media/article opportunities for placements in magazines.
 - Research, write, edit, ghost-write with subject matter experts.
 - Provide editorial assistance and technical manual review for service offerings.
- Create lead generation for two product lines: Exemption Certificates and Sales Tax Returns (SaaS-based compliance offerings).
- Marketing and business analysis.
- Manage outsourced vendors.
- Develop customer and media relationships.
- Tools: Eloqua, Salesforce, Creative Suite, Kentico, Wordpress, MS Office.

Hewlett-Packard (State and Local Government), Project Analyst/ Business Analyst / Quality Documentation Specialist, Aug 2009 – March 11, 2011, Olympia, WA

- Managed change control and other quality processes for a large-scale state and local government IT/database development project.
 - Responsible for bringing the processes under control and working to bring Change Requests (CR) to resolution and closure within the due date time period.
 - Developed audit trail for State of Washington change control process.
 - Researched and recommended courses of action.
 - Developed and implemented process improvements.
 - Facilitated cross-functional team meetings.
- Assisted with configuration control and provided master schedule support.
- Worked with business analysts and client to develop, write, edit, and strengthen new and existing functional requirements and specification documentation; provided business analyst expertise.
- Managed styles and templates; ensured conformance to project branding and standards.

- Developed reports for management from Enterprise Architect (EA), Team Foundation Server (TFS), and other sources; trained business analysts, developers and testers on processes and tools; analyzed information and provided succinct results and recommendations.
- Supported cross-functional teams (Requirements, Development, Test and Quality Assurance) providing data, reports, analysis information and general day-to-day support.
- Ensured client satisfaction through problem solving, providing day-to-day support for contract administrators, business analysts/business process owners, and client management team.
- Provided key editing support for all project documentation and acted as MS Word expert.
- Training for PMP certification; EDGE training (EDS Quality Processes); MS Project
- Tools used: MS Word, SharePoint, Team Foundation Server (TFS), Enterprise Architect (EA), MS Excel, MS Project (2007), Outlook.

The Writing Way, Proprietor—Marketing Consultant, Aug 2007 – Aug 2009, Springville, UT and Port Orchard, WA

- Marketing consultant developing and implementing business and marketing plans, advertising programs, and providing training and branding assistance to small businesses.
- Wrote and developed marketing plans, business plans, technical papers on FDA compliance, press releases, white papers, technical documentation/software manuals.
- Interviewed clients, developed an understanding of each business and wrote website content for business websites (broad range of businesses) – fast turnaround, high producer.
- Developed artwork and content for billboards, bus signage, ads, logos, brochures, flyers, direct mail marketing and websites based on marketing plans and goals for customers.
- Managed all aspects of business including financial, lead generation, sub-contractors, business development.
- Wrote Search Engine Optimized (SEO) friendly online content; developed online advertising programs including social media, websites, SEM, Google analytics, YouTube, blogs.
- Tools used: Adobe Creative Suite (3), MS Office Suite, Outlook.

Arlington Scientific, Inc., Marketing Manager, Aug 2006 – Aug 2007, Springville, UT

- Marketing manager for 4 businesses owned by CEO – providing all areas of support including development of budget and marketing plans, event activities, and outreach opportunities.
- Managed and wrote all documentation including marketing and sales literature, FDA compliance documentation and technical product documentation providing:
 - Photography and video
 - Scriptwriting
 - Illustration and graphic design
 - Content writing
 - Vendor management
- Managed leads generation and database—developed and maintained database providing over 5,000 leads; developed SEO, SEM, email marketing, opt-in list, YouTube, social media opportunities.
- Provided computer support for hardware and software; troubleshooting; problem resolution.
- Supported and managed proprietary databases and all websites owned by the CEO.

- Provided sales support and trade show management; nurtured media contact relationships and produced media opportunities from those relationships.
- Developed and managed library of information for sales and technical.
- Tools used: Adobe Creative Suite (3), MS Office Suite, WordPerfect, Apple OS products, BlueStep (Proprietary Database and Website), Camera (still and video).

Helius, Inc. a division of Hughes, Senior Marketing Communications Manager and Senior Technical Writer, Oct 2004 – Aug 2006, Lindon, UT

- Conceptualized, developed, wrote and maintained award winning documentation sets for technical support (all levels), partners, vendors, and end users for international audiences.
- Setup, installed, and configured networks (gateway, routers, server).
- Developed case studies, white papers, outbound and internal communications, press releases, drove internal and external awareness of products and offerings.
- Conceptualized and produced strategic and effective internal and external training, sales toolkits and aids, responses to RFPs, documentation sets and assisted in branding development.
- Maintained configuration of all documentation (CVS system).
- Provided documentation service to clients for installation and end user guides. Interfaced with clients and provided customer service, consulting and expertise to assist them to meet goals.
- Provided editing and writing to executive and management staff for external and internal communications.
- Provided translation coordination to clients/partners for all end user documentation; provided quality reviews and ensured compliance to standards and best practices.
- Defined customer needs and provided suggestions for product and business improvement.
- Tools used: Adobe Creative Suite (2 and 3), MS Office Suite, CVS, Sales Force, WebEx, Helius proprietary software for distance learning, Captivate, Camera (product shots), CVS.

General Electric Healthcare, Technical Writer II, Software Validation Engineer, Lead Serviceability Engineer Dec 1998 – Oct 2004, Salt Lake City, UT

- Spearheaded protocol development and managed multi-disciplinary quality engineering process for component and system verification of the Uroview 2000 –passing FDA inspection on the first audit.
- Trained in reliability, regulatory, FDA processes, and quality assurance and Six Sigma.
- Managed documentation to support development and end users.
- Developed and implemented process improvements.
- Usability Engineering and Product Validations
 - Assisted in development of user interface
 - Conceptualized and tested usability features of software during development and testing
 - Performed product validations at client site
- Software and Hardware Verification and Testing
 - Developed protocols and managed process to completion, ensuring compliance to spec
 - Performed testing
 - Provided product improvement suggestions and identified bugs

- Requirements
 - Developed and wrote requirements specifications and individual requirements for software and hardware
 - Assisted in developing templates and database for requirements and user interface
- Technical Writing
 - Managed inception to configuration control of all end user documentation for GE Healthcare for several products and trained off-shore staff
 - Wrote for translation – manuals translated into 8 languages
- Tools used: DOORS, MS Project, PageMaker, MS Word, MS Access, MS Excel, Illustrator, Freehand, Bug database and product improvement database.

Accomplishments

- Developed and managed full documentation systems. Simultaneously managed documentation and training for technical, sales, marketing, partners, and vendors.
- Concurrently managed the marketing and technical documentation as well as all other marketing needs for 4 unrelated businesses while at Arlington Scientific, Inc.
- Streamlined a document process at GE to save the company >\$100,000 in the first year.
- Taught self MS Project and took additional training on project scheduling to enhance knowledge with practice.
- Coordinated, wrote, and ensured all hardware protocols were developed and processed/passed per FDA regulations.

Software Skills

- Microsoft Office (Word, Project, Excel, Access, PowerPoint, Publisher)
- SharePoint, Team Foundation Server (TFS) and Enterprise Architect (EA)
- Adobe Creative Suite (Illustrator, InDesign, Photoshop, Dreamweaver, Acrobat Professional)
- Screen capture software such as SnagIt
- Web conferencing software (Webex, GoToMeeting and others)

Other skills

Project management; solid understanding of small and medium business as well as enterprise level software services and needs; development, implementation and support of quality processes including audit-ability, critical assessment of processes, innovation improvement, enthusiastic and positive, well organized, problem solver, learn software and hardware quickly. I have a solid understanding of building a quality process around standards and regulations such as FDA standards, IEEE, Sarbanes-Oxley.