

C. Shawn McDonald
Corporate Communications Specialist
cshawnmcdonald@gmail.com
<http://cshawnmcdonald.com>

PROFESSIONAL SUMMARY

Shawn is a writer with over 25 years of experience writing software documentation, developing training, and scripting informational video shows for corporate spokespeople. He is experienced with writing and layout principles for internal and external marketing pieces. He is responsible for deconstructing highly technical subject matter and converting it into documentation and training material for the average adult learner. He is a power user of many popular desktop publishing software packages including **FrameMaker, Photoshop, Illustrator, InDesign, and Dreamweaver**. Shawn has received seminar training in the principles of instructional design and understands the fundamentals of writing within a structured training methodology. He has written extensively for video presentations and is versed in professional scriptwriting standards and formats.

Shawn's technical background has required him to be conversant in LINUX, SQL, javascript, and xml.

Please see my portfolio and writing samples at <http://cshawnmcdonald.com>

PROFESSIONAL EXPERIENCE

JTL ENTERPRISES – Tampa, FL

May 2016 – Present

As a **Technical Writer**, responsibilities include:

- Creating repair and instruction manuals and communications for a line of manufactured hydrotherapeutic chiropractic devices.
- Scripting, videoing, and editing how-to videos for customers.

XO COMMUNICATIONS – Tampa, FL

March 2011 – May 2016

As a **Policy Writer, RFP Writer, and Technical Writer**, responsibilities included:

- Formalizing the Network Security policies for a growing telecom.
- Managing a SharePoint directory and web presence of the Director of Network Security.
- Developing internal marketing capital and newsletters for the Network Security division.
- Developing policies and legislative position papers related to telecom network security.
- Responding to and managing the RFPs of potential customers.
- Creating user docs for LINUX and SQL-centric internal apps.

BIOMÉRIEUX (Contractor) – Hazelwood, MO

Feb 2009 – March 2011

As a **Technical Writer**, responsibilities included:

- Converting dense, legacy procedural manuals into illustrated drawings, instructing the adult learner while meeting all FDA requirements for accuracy, completeness, and consistency.
- Supporting the creation of a revamped communication template being adapted into use throughout a global medical systems manufacturing company.
- Creating 3-D process animation flows for proposed new equipment and procedures.
- Designing high-impact station identification graphics for permanent installation in production facility.

ACLARA POWER LINE SYSTEMS, INC. – Hazelwood, MO

Nov 2005 – Feb 2009

As a **Senior Technical Writer**, responsibilities included:

- Writing, maintaining, and updating a suite of documentation for a next generation software/hardware product using FrameMaker publishing software.
- Redesigning and editing a customer-facing newsletter as well as internal newsletter.
- Go-to Guy for highly creative specialty projects, convention signage and collateral, training presentations, and minor project branding initiatives.
- Redesigning document template for all documentation to maintain clean, contemporary look.

METAMATRIX (currently d.b.a. RED HAT) – Town & Country, MO

Nov 2003 – Nov 2005

As a **Senior Technical Writer**, responsibilities included:

- Writing, maintaining, and updating a suite of 43 highly technical manuals for a Java development platform (database and virtual database software).
- Redesigning manual covers and marketing materials for maximum impact.
- Updating customer web sites and document distribution systems.
- Participating in iteration testing cycles of VDB software comparing against basic SQL queries.

MASTERCARD INTERNATIONAL (Contractor) – O’Fallon, MO

Oct 2002 – Nov 2003

As a **Contract Senior Technical Writer**, responsibilities included:

- Principal Technical Writer for the Global File Transfer initiative.
- Developed an internal branding and marketing plan to create awareness of project.

ANHEUSER-BUSCH MANAGEMENT SYSTEMS GROUP – Sunset Hills, MO

Dec 1998 – Oct 2002

As a **Contract Senior Technical Writer**, responsibilities included:

- Writing and illustrating highly technical documentation to the specifications of systems analysts and software developers.
- Crafting highly creative graphical design work for projects.
- Assembling highly creative presentations for management meetings.
- Redesigning and editing a quarterly newsletter.
- Scripting a monthly informational broadcast to A-B wholesalers.
- Designing intranet web site interfaces, and consulting on the design and usability of other A-B sites.
- Some html and JavaScript coding (and maintenance) of A-B intranet web sites.

EDWARD JONES INVESTMENTS - Des Peres, MO

April 1995 – Dec 1998

As a **Training Development Specialist**, responsibilities included:

- Writing computer-based training modules for a network of 4000+ branch offices.
- Writing informational and marketing articles for a three-issue-a-week internal newsletter to branch offices.
- Developing scripts for trimesterly firm news update satellite broadcasts to the branch office network.
- Writing presentation packages for annual traveling training roadshows, and then delivering those presentations in a six-week, 12 city tour (a \$10 million project).

CRANE NATIONAL VENDORS - Bridgeton, MO**April 1989 – April 1995**As a **Communication Specialist**, responsibilities included:

- Scripting, videotaping, editing, and distributing marketing/repair videos for a manufactured line of vending machines.
- Writing software programming manuals for vending machines.
- Writing, creating graphics, taking photographs, and laying out an external quarterly customer newsletter utilizing PageMaker and Corel Draw!
- Developing 3-D process animations to illustrate complex programming, merchandising, and engineering principles.

EDUCATION SUMMARY

1998 Master of Arts, LINDENWOOD UNIVERSITY (4.0 GPA)
 1989 Bachelor of Arts, SOUTHEAST MISSOURI STATE UNIVERSITY

SOFTWARE PROFICIENCY**Operating Systems/Platforms**

MSOS	Competent
Linux	Beginner
SQL	Query Competent

Microsoft Office

Word	Guru
Excel	Guru
PowerPoint	Guru
Publisher	Guru
MSAccess	Expert
Sharepoint 2010	Expert

Adobe CS4 Suite

Illustrator	Guru
Photoshop	Expert
Flash	Competent
Dreamweaver	Expert
Premiere	Competent
InDesign	Guru
Fireworks	Competent
Captivate	Competent

DITA/Single Source

WebWorks	Expert
XmetaL	Competent
oxygen XML	Competent