

Jack Massa
1922 Walton Woods Circle
Tucker, Georgia 30084
770.621.0526
e-mail: jack@guidancecommunications.com
web site: www.guidancecommunications.com

Summary Skilled writer, editor and developer of online and print communications. Experienced e-learning designer and developer. Expert at making complex information clear.

Professional Highlights Business communication and training specialist since 1984. Independent consultant (full or part-time) since 1986.

Designed, scripted, and developed e-learning and multimedia demos. Designed and coded many iterations of commercial and educational web sites. Designed and developed many context and hypertext help systems. Established standards for online information for several organizations.

Wrote and edited numerous user guides, technical manuals, and training guides.

Wrote concise and persuasive marketing copy for products and services, including brochures, web pages, press releases, direct mail, magazine ads, case studies and white papers. Managed and edited winning proposals for U.S. government and commercial sector clients.

Information Mapping expert. Certified instructional designer. Experienced web master. Presenter at industry conferences. Published science fiction author.

Selected Experience **Mirant/GenOn Corporation. 2009 - 2012.** Created e-learning for compliance, business process, and software training for this electric utility company. Designed and delivered classroom training. Produced user guides and job aids. Wrote and edited internal communications for IT compliance and change management activities. *Tools: Microsoft Office, SharePoint, Captivate, Flash, Dreamweaver, Camtasia, Photoshop, Fireworks, Visio, FrameMaker, Oracle LMS, GeoLearning, CertPoint, SAP.*

Nexidia, Inc. 2008; 2011 -2012. Designed and developed training modules and job aids for business and technical users of analytics software for call centers. Produced participant and facilitator guides and PowerPoint decks for classroom and virtual classroom delivery. *Tools: Word, PowerPoint, PhotoShop, SnagIt, Captivate.*

Wren Solutions, 2010-2011. Produced customer training guides for enterprise security management products. Wrote a technical marketing brochure. *Tools: Microsoft Office, Visio, Illustrator.*

Equifax, 2010. Designed information templates for a call center agent knowledge base. Trained client staff on using the templates and on general business writing skills.

Tridia Corporation. 2003-2009. Created technical documentation and HTML-based help for Windows and UNIX software. Designed and developed web-based documentation. *Tools: RoboHelp, Word, PowerPoint, Acrobat, PaintShop Pro, HTML.*

Digital Insight, an Intuit company, 2005-2007. Developed technical and user documentation for Internet banking applications. Designed and conducted a usability audit and wrote resulting User Interface Standards. *Tools: Microsoft Office, FrameMaker, RoboHelp, Acrobat, Visio.*

Unisource Worldwide, 2007-2008. Created Help, internal marketing materials and e-learning for a B2B eCommerce site. *Tools: Word, RoboHelp, JavaScript, Captivate.*

The Home Depot, Enterprise Data Warehouse, 2004-2005. Designed and developed e-learning and user guides for enterprise reporting software. Wrote system documentation for technical audiences. Implemented and managed an online collaboration environment. *Tools: Word, Visio, PowerPoint, Acrobat, PaintShop Pro, Qarbon Viewlet Builder.*

Platforms	Windows, Linux/UNIX, SharePoint, Apache Web Server, Microsoft SQL Server, Oracle, SAP. LMS: Oracle, GeoLearning, CertPoint. Various Content Management Systems.
Tools	Microsoft Office, Acrobat, Dreamweaver, HTML, JavaScript, Flash, Captivate, RoboHelp, FrameMaker, MediaWiki, Camtasia, Qarbon Viewlet Builder, Active Server Pages, Visio, Photoshop, Illustrator, PaintShop Pro, Fireworks, SnagIt.
Application Areas	Banking, accounting, human resources (personnel, benefits, and payroll), networking and telecommunications, manufacturing, ERP/SAP, EDW, call center, facilities procurement, document management, construction, CAD, utilities, legal, project scheduling.
Employment History	<p>Independent Consultant and Principal of Guidance Communications, Inc., 1996 - Present</p> <p>Documentation Manager (Contract), CADNET/eQuorum Corporation, 1996-2003.</p> <p>Senior Information Designer, Documentation Team Leader, Dun & Bradstreet Software, 1993 - 1996.</p> <p>System Documentation Specialist, Building Systems Design, Inc., 1991-1993.</p> <p>Freelance Technical Writer and Consultant, 1986 - 1990.</p> <p>Product Information Analyst, Senior Product Information Analyst, Unisys Corporation, 1984 - 1986.</p>
Education	<p>BA in Humanities. New College, Sarasota, Florida, 1975.</p> <p>MFA in English. University of Massachusetts at Amherst, 1978.</p> <p>Certificate in Computer Programming and Operations. Control Data Institute, Atlanta, 1984. Graduated with honors.</p> <p>Certificate in Learning Design, American Society for Training and Development (ASTD), 2007.</p>
Key Seminars	<p><i>Writing Procedures, Policies, and Documentation</i>, 1984. <i>Three-day Info-Mapping Specialist Training</i>, 1985. Information Mapping Inc.</p> <p><i>Teaching Technical Topics</i>, 1986. Practical Management Inc.</p> <p><i>Low Cost Multimedia</i>, 1994. William Horton Associates.</p> <p><i>Effective Management Skills</i>, 1995. Boston University.</p> <p><i>Advanced Macromedia Flash MX with ActionScript</i>, 2002. Macromedia Inc.</p> <p><i>Creating E-Learning with Flash</i>, 2009. New England Institute of Art.</p>
Honors	<p>Control Data Institute, Outstanding Student Achievement Award, 1984.</p> <p>Unisys Corporation, Achievement Award for Excellence, 1985.</p> <p>Society for Technical Communication, Technical Publications Competition: awards for writing and editing in 1987, 1990, 1992, 1997, and 1998, including the Atlanta Chapter Best-of-Show Award. Online Communication Competition: awards for help, web development, multimedia, and web-based training in 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004.</p> <p>Named Associate Fellow of the Society for Technical Communication, 2004.</p> <p>Outstanding Contribution Award, Greater Atlanta Chapter of ASTD, 2010.</p>

References and samples on request