

BETTY LOU GUCKIAN
Resume/CV
COMMUNICATION PROFESSIONAL
WRITER-EDITOR

OBJECTIVE: Nationally published, diverse communication professional with marketing, logistics, and other business skills seeks a senior position to help solve communication problems and streamline and synergize marketing or other communications.

QUALIFICATIONS: Prior federal service that included a top secret security clearance and diverse work experience as a writer/editor across marketing, advertising, technology, natural resources, publishing, logistics and project coordination in the private, public and nonprofit sectors has strengthened and broadened my technical, creative and analytical skills, and research, communication and problem-solving skills. I have proven ability to capture reading audiences; to lead as well as to contribute to diverse, cross-functional teams; and to conceive, synergize, produce and distribute appealing and accurate communications on time and on budget.

PROFICIENCIES: Administration, Advertising, Advocacy, Articles, Branding Concepts, Brochures, Business Writing/Editing, Essays (Persuasive), Fact Sheets, Grant Donor Research/Writing, Interdisciplinary Planning Teams, Interviews, Layout/Organization, Business Management, Manuals, Marketing Brochures, Newsletters, Policy/Procedures, Press Releases, Problem-solving, Profiles (Individuals/Organizations), Research, Slogans/Tag Lines, Social Media, Technical Writing/Editing, Training Materials, Transcriptions (audio/video-to-print), Translational Work, User's Manuals, Website Content Development

INDUSTRIES: Accounting, Advertising, Banking, Business Management Consulting, Commercial Construction, Education, Elder Care, Energy, Engineering, Environment, Federal Government, Financial, Healthcare, Information Technology, Legal, Manufacturing, Marketing, Newspaper, Nonprofit, Print Media, Public Relations, Publishing, Radio, Real Estate, Relocation Services, Scientific Research, Website Development

EDUCATION:

2005	Master of Arts, Communication Arts, University of the Incarnate Word
1993	Bachelor of Applied Arts and Sciences, Interdisciplinary Communication, Southwest Texas State University
2009	Business Leaders Circle for Entrepreneurs, North San Antonio Chamber of Commerce
2008	Celluloid Dreams, Writing the Short Screenplay, Gemini Ink Literary Arts Center, San Antonio TX
1986	Creative writing workshops, Our Lady of the Lake University
1987	American College of Real Estate, San Antonio TX
1986	Creative Problem Solving-Targeted Innovation, Center for Creative Leadership, Greensboro NC

CAREER TRAIL:

2007- Present	Writer/Communication Consultant dba FishHook: Technical/Creative and Nonprofit Projects
2006	KTSA Radio: Advertising Executive/Commercial Scriptwriter/Ad Campaign Developer
2005	Graduate Studies: Master's Thesis
1999-2004	CPS Energy: Senior/Technical Writer, Corporate Communications
1997-Present	Features Writer, Guest Columnist Part-Time: Hearst Newspapers and other mass media
1997-1998	Daddy's Country Style BBQ Sauce: Cofounder/Marketer
1993-1997	<i>San Antonio Express-News</i> : Advertising Executive/Market Research Analyst/New Media Market Research Analyst and Sales Presentation Coordinator
1993	Trinity University/PR Dept.: Undergraduate Intern, Research/Writer
1991-1993	Universal DataProducts Inc.: Marketing Account Manager/Newsletter Technical Editor
1991	Undergraduate Studies
1988-1990	J. Robertson & Associates: General Manager/Sales Manager/Relocation Director
1982-1988	U.S. Department of Defense: Technical Information Center Manager/ Innovation Specialist-Instructor/Technical Writer-Editor

CONTRACT WORK HISTORY

2007-Present

COMMUNICATION CONSULTANT DBA Fishhook, San Antonio TX

Established and operate a communication consulting business to provide professional writing, editing and communication support to a diverse range of clients and industries to improve operations and/or increase market share. Diverse projects include technical and creative initiatives in the private and public sectors supported by 25 years of experience across a wide range of industries and media.

SELECT ACHIEVEMENTS

Conducted face-to-face and remote interviews and coordinated accuracy of content (1) with licensed professional counselors across the U.S. and produced an article subsequently published in the American Counseling Association's *Counseling Today* Magazine; and (2) with healthcare and social services professionals and published authors and researchers across the U.S. and in other countries and produced an article subsequently published by The National Consumer Voice for Quality Long-Term Care, Washington D.C., on its website.

Since 1997 applied Associated Press style guidelines to organizational and locally and nationally published works and various other style guides to other types of documentation including graduate and doctoral theses.

For Steven Bankler, CPA, PFS, Cr.FA, CFF, a 30-year forensic CPA firm and Sole Investigative Tax Accountant for the U.S. Senate Whitewater Committee, coordinated the content development, photography, IT production and maintenance and search-engine optimization with subcontractors and the client to produce and launch the client's premier commercial website, and facilitated and attained copyright permissions and cited permission sources on the firm's website to republish quoted opinions appearing in various national media to avoid unintentional legal or ethical infractions.

For Clear Channel Communications, the world largest provider of outdoor advertising media, served as consulting writer/editor to develop publishing templates for new policy and procedure documents and to coordinate content development and production for these documents plus supplemental training and users' manuals among the VP of Outdoor Accounting, his frontline managers and their key staff, offshore software developers and internal IT staff.

For CCC Group, an industrial commercial construction contracting company, facilitated the compilation and consistency in style, format and accuracy of a decade's collection of randomly produced policies and procedures by multiple subject matter experts into one cohesive corporate document organized for intranet-user-friendliness; observed and analyzed employee orientation presentations and reported improvements for presentation style and handout media.

For P.E.T. Texas, a 501(c)(3) nonprofit, wrote and promoted a press release and coordinated media coverage with print and broadcast media that resulted in local 6 o'clock TV news and regional radio coverage, and wrote grants and targeted best grantors that resulted in the organization's first grant: \$20,000 in capital from one grantor for 2010-2011.

CLIENT SAMPLES

April-August 2010

Clear Channel Communications, San Antonio TX

Technical writer/editor and procedures analyst to the VP of Outdoor Accounting and senior managers during reorganization and centralization of former field operations. The organization introduced a new financial management software system, and as a result, had to rewrite and in some cases create a host of new IT programs, for which I drafted templates and content for users, training and procedures manuals for the Billing, Collections, Lease Payables and Credit departments. As IT software programs were purchased offshore and staff were trained, I transcribed and converted training sessions into users/training manuals or procedures.

- Gathered data from department managers, IT developers, and extractions from existing software training modules (online and video) and teleconferences to analyze and write content for printable downloads and electronic use of IT users manuals and policy and procedures manuals.
- Recommended improvements and expansions to drafted IT content.
- Wrote and organized IT content to empower employees of the corporate office to work autonomously, electronically and time-efficiently and ensure efficient communication with branch personnel.
- Informed authors of reasons for revisions, and incorporated enhancements such as screen captures and step-by-step transitions, demonstrating knowledge of IT content and skill in adapting technical information clearly and at a level appropriate for intended audience(s).
- Developed a formatting guide of specifications for developing/publishing manuals.

RESULT: Corporate templates for procedures, user's and training manuals for centralized operations of Outdoor Accounting, including Billing, Collections, Credit and Accounts Payable, and including Formatting Guide and Glossary.

2007-2011

Personal Energy Transportation-Texas, San Antonio TX

Conducted independent donor research for a 501(c)3 nonprofit. Wrote and produced grant submissions for operating funds, leased space and equipment. Interviewed board members and volunteers to develop documentation:

- Formal structure; profiles/bios for key staff and board members.
- History and mission; product, services, audience served; awards and recognition; revenue resources; volunteers and membership.

- Identification of existing/needed resources: facility; equipment; product production or services; volunteers and community involvement; community feedback; testimonials (community leaders, partners/affiliates, donors, recipients).
- Current budget, future budget forecast (1 to 5 years).
- Support documents: legal / formal papers; news articles; press releases.
- Conducted grant donor research for best matches.
- Developed grants including letters of inquiry/intent and full grant proposals.
- Provided complete submission packages on CD and in hard copy.

RESULT: Templates for recurring, future use. Grant submission package that attained P.E.T. its first \$10,000 grant in 2010 and second \$10,000 in 2011 from the same grantor.

2007-2009

CCC Group Inc., San Antonio TX

Facilitated content development and improvement with subject matter experts and key managerial staff to produce and publish the client's corporate policies and procedures document on its intranet. Organized, wrote and edited content for this commercial industrial construction contracting company, including the corporate policy and procedures manual, employee newsletter, estimating project procedures, and employee orientation presentations. Interviewed key personnel to document the organization's history; converted videotaped speeches into transcriptions for archives.

- Hired by the VP/Corporate Secretary and Facilities/Administration Manager to improve documentation for all employee communications and regulatory standards.
- Developed and produced technical publications, and provided electronic and print editorial direction for projects that had been sitting on to-do lists for years.
- Produced technical policy and procedures manuals to streamline operations.
- Hired by VP/Internal Auditor to edit policy and procedures manual for fieldworkers.
- Hired by VP/Estimating and Project Changes to edit field productivity manual.
- Hired by Human Resources Director to observe and improve new-employee training orientations in both presentation methods and documentation handouts.
- Re-hired by Facilities/Administration Manager to organize, edit and in part rewrite collections of policies and procedures into one cohesive corporate manual for print and electronic publishing.
- Quality controlled all content for consistency in format, style, terminology, syntax and punctuation.

RESULT: Produced a 360-page technical corporate policy and procedures manual, including a comprehensive 40-page table of contents structured for electronic hyperlinks.

2007-2011

Steven Bankler, CPA, PFS, Cr.FA, CFF, San Antonio TX

Coordinated the content development, photography, IT production and maintenance and search-engine optimization with subcontractors to produce and launch the client's premier commercial website. Conceived, developed and oversaw implementation of the "forensic" brand and premier professional website for a 30-year-old CPA firm. Provided market analysis for competitiveness.

- Facilitated and attained copyright permissions and cited permission sources on his website to republish quoted opinions appearing in various national media to avoid unintentional legal or ethical infractions.
- Developed the layout, organization, content and marketing brand for a new website.
- Subcontracted and oversaw web design and photography partners.
- Acquired copyright permissions from national print and broadcast media to republish client's quotes.
- Developed and orchestrated a quarterly maintenance schedule to troubleshoot the IT functionality and guarantee ongoing integrity and currency of the website.
- Interviewed and photographed the client's clients to produce a quarterly "Client Spotlight" for distribution to customers in monthly mailings and posting on client's website. Provided client with technical specifications, for future use and reference, for implementing such recurring projects.

RESULT: Established, oversaw and coordinate regularly scheduled maintenance of a commercial website and ensured timely and accurate updates. See: www.bankler.com.

April-May 2007

EG&G/TAC Worldwide, Austin TX, San Antonio TX

Coordinating among programmers and the IT Director, wrote/edited electronic user's manual for a federal client's proprietary software program designed to streamline logistics management operations for a major federal agency's warehousing and distribution system.

- Provided onsite technical writing/editing/troubleshooting services.
- Conducted meeting with IT director and programmers/developers to understand the scope, desired results, phases, deadlines and working parameters of the project.
- During software redevelopment, troubleshoot and reported IT programming errors, and suggested improvements to the online user's manual that served to enhance on-screen cosmetics and ease use.
- Expanded and streamlined the existing glossary of technical terminology for consistency.

RESULT: Completed project ahead of schedule, producing a quality-controlled online users' manual and error-free software program with clear technical specifications and consistent organization.

EMPLOYMENT WORK HISTORY

- 2006-2007 ACCOUNT EXECUTIVE, CAMPAIGN DEVELOPER: KTSA Radio, San Antonio TX
Conceptualized, scripted and sold ad campaigns, coordinating technical and creative aspects of the projects among clients, on-air radio personalities and producers for English and Spanish news-talk and music radio stations of BMP Radio.
- 2005 FULL-TIME GRADUATE STUDENT AND CAREGIVER
Conducted extensive interviews and coordination for content accuracy and tone with a wide range of healthcare and social services professionals and internationally published authors and researchers to research and write a persuasive thesis, including a comparative analysis of the nation's top 10 national newspapers on the subject of ageism, the aging phenomenon, and lack of exposure and education about elder abuse and neglect. Completed graduate studies and thesis, "Elder Abuse: More is Expected Unless Society and Mass Media Intervene," while simultaneously overseeing healthcare of terminally ill older parent.
- 1999-2004 SENIOR/TECHNICAL WRITER, CORPORATE COMMUNICATIONS, CPS Energy, San Antonio TX
Participated on a cross-functional managerial team; researched, conceived and presented a model, adopted by the nation's largest publicly owned combined natural gas and electric utility, to organize, staff and budget the company's first corporate communication department to oversee and operate all functions of internal and external communication. Remains in force today.
- Garnered three Bronze Quill awards from the International Association of Business Communicators for excellence in professional areas of writing, internal magazine publication and photography.
- Led select employee communication activities, often consulting with top executives on strategy. Conceived and presented model for creation of the company's first corporate communication department to oversee and carry out all functions of internal and external communication.
- Developed and coordinated content, and planned theme, layout and imagery, for print and electronic publications. These included a 32-page 4-color magazine delivered to target audiences—4,000 employees, a board of directors, and local and regional government and other agency officials—consistently, accurately, and on time.
 - Through commitment to candid discussions with employees, and field and corporate managers, and to assertive dialog with top management concerning appropriate rollout of information campaigns for controversial programs or changes, gained trust, support and loyalty for initiatives and the company.
 - Developed the premier newsletter for a 2,000-member electrical workers union at the energy company.
 - Transformed an irregularly published, retrospective employee newsletter delivered only in hard copy into a credible, regularly published, current weekly news bulletin distributed in hard copy to fieldworkers and electronically to office workers, cutting paper distribution and related costs in half.
 - Wrote/edited highly technical articles for the employee magazine, *The Broadcaster*—editing for consistency of fact, logical and meaningful presentation of information, style and format, and accuracy of graphs, charts and illustrations—which explained the intricate workings of gas and electric energy company assets such as technologically complicated power plants and business goals and objectives.
 - Researched and wrote a four-article series that explained the technical functionality and integration of the company's new IT system that would replace a 30-year-old legacy IT system. Worked alongside IT experts and end-users to document technical specifications and then translated that research into lay terms.
 - Accurately and appealingly presented company assets and strategies, and company culture and changes, ensuring optimal readership, understanding and buy-in of all target audiences, including employees, managers, union superintendents and fieldworkers, government officials, financial auditors and vendors.
 - Solicited and edited content from department heads. Profiled managers, employees and board members; conducted research and interviews. Produced or worked with others to produce graphics, charts and tables.
 - Verified all facts and references, and discussed revisions with authors, for accuracy.
 - Applied professional journalistic standards (AP)/ethics for internal/external communications and presented these technical/professional concepts at regular meetings with other staff members and director.
 - Planned, co-managed the distribution of bimonthly magazine and weekly newsletter to employees at 22 work sites, including layout specifications and coordination with graphics designers, photographers and printers.
 - Researched and drafted press releases for external audiences and penned approximately 150 technical and creative articles for internal audiences.
 - Edited online weekly news bulletins, employee video magazine scripts and executive memos, ensure length and content met technical specifications of employee communications and human resources technical standards and policies.

- Consulted with top management to develop communication strategies and campaigns for introduction of new and sometimes controversial policies and programs, challenged regularly to produce and deliver ethical material while demonstrating loyalty to the company, its management and fellow employees.
- Conducted studio and field photography, according to technical guidelines of destination publication.

RESULT: Near-100% error-free, technically accurate and appealing publications delivered to target audiences consistently on time, thereby increasing support of company initiatives, and earning credibility for company communication with employees and managers alike. Eliminated 50% of weekly paper distribution by producing the weekly newsletter electronically for office workers with computer access while continuing printed distribution to fieldworkers.

Special Project: Served on managerial team to improve internal and external communications.

As the sole non-managerial member of an executive strategic-planning committee, recruited to participate in weekly meetings over eight months—while continuing duties as senior writer for Employee Communications.

- Conducted research, interviews and benchmarks of other utilities on how best to organize communication operations to ensure a cohesive front inside and outside the organization while providing employees information in advance of customers or media, thus empowering employees to be informed resources.
- Reported research results in writing including organizational structure for a corporate communication department, including budget, human resources and reporting structure, to the committee composed of company leaders, including an organizational chart that drew controversy at first from some managers but which subsequently was adopted.

RESULT: Presented an organizational layout of the company's first Corporate Communication Dept. in 2000, which synergized internal and external communications, underwent implementation in 2002 and is in force today.

1997-Present

FREELANCE FEATURES WRITER, GUEST COLUMNIST: Hearst Corp., San Antonio, TX

Facilitated interviews, wrote articles and coordinated content with subject matter experts for accuracy and tone for national media, a major daily Hearst newspaper and local business and medical journals, adhering to Associated Press style guidelines.

1997-1998

CO-FOUNDER/MARKETER: Daddy's Country Style BBQ Sauce, San Antonio TX

Co-founded and marketed a food-manufacturing business, taking an unknown product from concept to market in three months, beginning with 11 local grocery stores and growing to 200+ statewide. Facilitated contracts and other business agreements with government agencies and private organizations for the production, labeling, distribution and promotion of food products

- Established a quickly successful family-owned barbecue sauce business.
- Advanced family's homemade barbecue sauce from concept to market in three months' time.
- Secured immediate entry into H-E-B Food Stores, the state's largest and oldest grocery store chain.
- Researched and accomplished legal and practical funding, manufacturing and marketing components needed to launch a barbecue sauce business and get the products to market: capital, marketing plan, branding message, product name, slogan, label (artwork, UPC barcode, nutritional data), local manufacturer and bottler, promotional handouts and registration with the Texas Dept. of Agriculture's "Best of Texas" promotional program.
- Merchandised products in stores and organized in-store demonstrations.

1995-1997

NEW MEDIA MARKET RESEARCH ANALYST, PRESENTATION COORDINATOR: *San Antonio Express-News*

Conceptualized, wrote and produced marketing materials and sales presentations for print products and participated on teams to create and produce the newspaper's website and marketing materials for electronic media for the display advertising sales team. Regularly coordinated content, production and distribution with marketing, research and sales staff for accuracy, efficiency and timely dissemination.

- Coordinated marketing initiatives as part of the 100-person team including editors, writers, technicians, managers and sales staff who launched the newspaper's first website.
- Analyzed market research on readership and lifestyle preferences to develop prototype presentations.
- Teaming up with IT and marketing staff, produced prototypes of online visitor surveys and sales presentations for online advertising products, and implemented online promotional contests.
- Instructed account executives in group sales meetings on how to increase sales by maximizing their use of technical research data, using strategically planned and professionally prepared sales presentations.

1993-1995

ACCOUNT EXECUTIVE: *San Antonio Express-News*

Coordinated ad design and layout and contractual agreements for time and budget commitments with art production, billing and sales departments for new, small-business advertisers. Sold long-term contracts for display ad campaigns over the telephone, thereby establishing a successful prototype sales position and methods for inside sales for display advertising.

- Created and produced the "Home Improvement Guide" for small businesses targeting home aftermarket.
- Sought to identify, understand and incorporate technical specifications involved in the layout and design of newspaper display ads in order to best present sales opportunities to prospective clients.

RESULT: Generated 200 new small-business display advertisers in one year. Inside sales department in force today.

- 1993 UNDERGRADUATE INTERN, PR/COMMUNICATIONS: Trinity University, San Antonio TX
During a summer internship and with coordination among the PR and printing departments produced a procedural manual for the preparation, publication and distribution of a private university's faculty and student newsletter managed by rotating student editors.
- Researched logistics and performance criteria.
 - Developed operating guidelines for consistency and timely production and distribution.
- RESULT: Published a comprehensive procedures manual including logistical specifications.
- 1991-1993 TECHNICAL EDITOR/MARKETING MANAGER: Universal Dataproducts Inc., San Antonio TX
Managed the customer database, marketed computer peripherals to customers, coordinated production and implementation of trade show participation with managerial and technical staff, and edited the customer newsletter for a small computer peripheral sales and distribution company.
- Managed and maintained electronic customer-contact database of 3,600 including 1,500 active customers.
 - Coordinated newsletter content, production and distribution among key staff and authors to ensure accuracy, a graphics design subcontractor to ensure appeal and distribution with administrative staff to ensure efficiency.
 - Organized, coordinated and participated in trade shows and onsite open houses.
 - Managed the vendor cooperative program, coordinating budget specifications with the company controller.
- 1988-1990 GENERAL/MARKETING MANAGER: J. Robertson & Associates, San Antonio TX
From field locations, implemented and coordinated the sales, marketing and operations functions with the corporate office in the marketing and management of underperforming hotel properties in niche markets (military and medical) in Texas, Arkansas, Missouri and Virginia for a commercial real estate property management and relocation company.
- Recruited and trained staff. Organized and oversaw successful sales and direct-marketing campaigns including Grand Re-openings and other promotional events.
 - Secured annual contracts with corporate clients for target room nights and room rates.
 - Marketed "Apartment Locator" relocation franchise, securing contracts with corporations and universities.
 - Wrote and produced the premier Apartment Locator Relocation Guide.
- 1982-1988 TECHNICAL CENTER MANAGER, WRITER/EDITOR: U.S. Air Force, San Antonio TX
Supervised the functions of the top-secret Technical Information Center of a Major Command of the U.S. Air Force formerly located at U.S. Electronic Security Command (ESC) at Kelly AFB, Texas. Developed a logistics management plan for a worldwide Communication Security conference of the Dept. of Defense and coordinated the plan among key staff; and presented training modules on usage of technical information center to formulate security policy.
- Catalogued technical computer/communications equipment test data concerning compromising emanations.
 - Wrote and distributed correspondence issuing security guidelines to security officers worldwide and coordinated among electrical engineering staff for accuracy and appropriate security classification prior to distribution.
 - Certified as a Creative Problem-Solver during a six-month rotating role with the Innovation Center at ESC. Accompanied officers to U.S. military installations to conduct innovative-thinking seminars and workshops with military and civilian personnel to solve organizational and procedural problems, and prepared and coordinated reports with key staff on the results of problem-solving initiatives for the Major Command.

REFERENCES: Available with additional work samples at www.guckianwriter.com or upon request.