



# MS. B. LOU GUCKIAN, M.A.

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## STRATEGIC TECHNICAL/CREATIVE WRITER-EDITOR / PUBLISHED WRITER

*2009 SCORE Success Story \* 2008 SBA Home-Based Business Champion of the Year*

*Three-time IABC Bronze Quill Award Winner \* Certified DBE HUB SBE WBE*

Articulate award-winning technical / creative writer-editor and communication pro with proven project oversight skills seeks challenging assignments with any size organization in any industry anywhere.

### Develop, organize, implement and oversee diverse range of projects in numerous industries

Advertising	Manuals	Scripts: Radio	Training Materials
Articles	Marketing Brochures	Commercials, Video	Transcriptions (audio / video)
Branding Concepts	Newsletters	Magazines	Translational Work
Business Writing	Policy/Procedures	Slogans / Tag Lines	(synthesizing multiple sources)
Company Profiles	Press Releases	"State of the (Business)" Speeches	User's Manuals
Essays: Persuasive	Proposals	Technical Editing	Website Content
Grant Donor Research	Sales Presentations	Technical Writing	
Grant Writing			

### Provide expertise for various communication projects in wide-ranging industries

Accounting	Elder Care	Information Technology	Publishing
Advertising	Energy	Legal	Real Estate
Automobile Aftermarket	Entertainment	Business Management	Relocation Services
Banking	Financial	Consulting	Retail
Commercial	Government	Manufacturing	Tourism
Construction	Healthcare	Marketing	Web Design
Education	Home Aftermarket	Nonprofit	

### Chronological Career Trail

*(All based in San Antonio TX)*

2007- Present	Writer / Communication Consultant dba FishHook: Technical and Creative Projects
2006	KTSA Radio: Advertising Executive / Commercial Scriptwriter / Ad Campaign Developer
2005	Graduate Studies: Master's Thesis
1999-2004	CPS Energy: Senior Writer, Corporate Communications
1997-2006	Features Writer, Guest Columnist Part-Time: Hearst Newspaper
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 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 / Writer-Editor

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### Selected Achievement Highlights

- ★ Established a freelance writing-editing and communication consulting business, which in its first year of operation earned local and regional awards by the U.S. Small Business Administration.
  - ★ Established a family-owned barbecue sauce business, taking two food products from the kitchen stove to branding concept and prominent positioning in the retail marketplace in three months' time.
  - ★ 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.
  - ★ Garnered three Bronze Quill awards from the International Association of Business Communicators for excellence in professional areas of writing, internal magazine publication and photography.
  - ★ Earned front-page positioning of near-100% of published human-interest articles and guest columns with a major daily newspaper and attained consideration by national media of other writing projects.
  - ★ Established expertise in the area of elder abuse and neglect upon completing a comprehensively researched graduate thesis recognized by the Journal of Elder Abuse and Neglect as anomalous in the existing body of published research on this topic of global social importance.
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### Education

Master of Arts, Communication Arts

UNIVERSITY OF THE INCARNATE WORD, San Antonio TX, 2005

Bachelor of Applied Arts and Sciences, Interdisciplinary Communication

SOUTHWEST TEXAS STATE UNIVERSITY, San Marcos TX, 1993

Professional Training and Development

"Business Leaders Circle" for Entrepreneurs

NORTH SAN ANTONIO CHAMBER OF COMMERCE, San Antonio TX, 2009

"Celluloid Dreams", Writing the Short Screenplay

GEMINI INK LITERARY ARTS CENTER, San Antonio TX, 2008

"Creative Problem Solving - Targeted Innovation"

CENTER FOR CREATIVE LEADERSHIP, Greensboro NC, 1987

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### Professional Experience / Project Work Samples

Prior to becoming an independent writer and consultant, B. Lou Guckian worked for 25 years as a communication professional and writer in a diverse range of industries and settings and launched a family-owned barbecue sauce business. All this she brings to her clients' unique projects and to published work she personally pursues.

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WRITER/CONSULTANT DBA FISHHOOK, San Antonio TX

2007-Present

*Established a freelance writing and consulting business to provide professional writing and communication support to a diverse range of clients and industries to improve operations and/or increase market share.*

- ★ Backed by 25 years' experience and an enthusiastic attitude, secured operating capital based on solid market research, a well-written business plan and a short but proven track record as a business owner.
- ★ Upon implementation of the plan, achieved a 70% increase in revenue in second year over first year, and in first quarter of third year, achieved 50% of the previous year's revenue.

Project: Conceptualize / Research / Establish a Writing and Communication Consulting Business

- ★ Sought insights from successful entrepreneurs, academics and writers to conceptualize a business and marketing plan for a freelance writing/communication consulting business.
- ★ Consulted via telephone, email and face-to-face meetings with organizations such as SCORE® and the UTSA Small Business Development Center to acquire sample plans, projections and advice to develop a detailed description of the business, a feasibility study and marketing analysis, a marketing plan and financial data plus supplemental income and cash-flow projections, trends in the freelance-writing industry, certifications, prospect targets and first-time client testimonials.

RESULT: Secured operating capital based on solid market research, a well-written business plan, a short but proven track record as a business owner and passion. Established FishHook.

FishHook Client: CCC GROUP INC., San Antonio TX

2007-Present

*Organized and improved multiple employee communication media for a longstanding industrial construction contracting company with offices in the U.S. and abroad, including a corporate policy and procedures manual, the corporate intranet, the corporate employee newsletter, estimating project procedures, and employee orientations. Interviewed the company's retired founders and others to capture and document the organization's history and evolving culture, and converted videotaped speeches into transcriptions, for the corporate archives.*

- ★ Upon cold-calling this \$3 billion international company headquartered in San Antonio TX, met with and then hired by the VP/Corporate Secretary and Facilities/Administration Manager to improve employee communications including the employee newsletter.
- ★ Consulting with vice presidents and directors about a series of employee-related initiatives, produced written publications and provided electronic and print editorial direction for projects that had been sitting on to-do lists for years.
- ★ Produced communications that improved efficiencies and productivity, thereby impacting the organization's profitability, and freeing managers at the corporate office and in the field to more effectively attend to day-to-day operations.
- ★ Subsequently hired by the VP/Internal Auditor to edit and enhance user's understanding of a policy and procedures manual for fieldworkers abroad, and hired by the VP/Estimating and Project Changes to edit and enhance user's understanding of a field productivity manual.
- ★ Subsequently hired by the Human Resources Director to observe and improve new-employee training orientations in presentation methods and documentation handouts.
- ★ Next re-hired by the Facilities/Administration Manager to edit, improve and synergize a draft of various pieces of policies and procedures into one cohesive, professional corporate policy and procedures manual for print and electronic publishing, and infused with electronic links to other related resources and media, primarily intended for use by multi-level managers in field and corporate settings in the U.S. and overseas.

Project: Organize / Improve / Produce Corporate Policy and Procedures Manual

Client expressed need to combine eight years' worth of work on individual policies and procedures drafted over time by a variety of subject matter experts from across the corporation into one cohesive corporate policy and procedures manual. Held initial meeting with client to discuss and agree on vision for final product, budget and timeframe. Client's vision of end product:

- Organization of one document that is intranet-friendly and easy to download and navigate.
- Integration and highlighting of linkable resources from elsewhere, such as from various locations on the intranet, in other types of electronic files, and from other websites.
- Creation of a graphical table of contents with linkable menus to progressive levels of procedures.
  - Met with client to understand her needs and preview the draft work, and agree on timeline for completion and budget.
  - Worked autonomously offsite for five consecutive months, providing client with monthly progress reports, producing the desired document, and conducting progress meetings at the halfway point and upon completion.
  - Produced a 360-page corporate policy and procedures manual and a comprehensive 40-page table of contents, well-structured to facilitate graphical linking with otherwise seamless organization and simple navigation.
  - Quality controlled manual and table of contents to guarantee consistency in formatting, style, word usage, syntax, punctuation, links, and suggested expansions and clarifications.
  - Arranged and facilitated a successful meeting with client and web-design partner who presented a concept and budget for producing a graphical table of contents and training the client in its technical application and usage.
  - Arranged and facilitated the final meeting with client, delivering product via email and CD. Discussed the document in broad detail. Pending finalization, awaiting subject matter experts' review particularly of expanded content and organization.
 

RESULT: In the agreed-upon five-month timeframe and budget, delivered the product in final form for the client and subject matter experts' review, and coordinated inclusion of a web design partner to provide expertise unavailable in-house with the client or the corporation's IT department.

FishHook Client : STEVEN BANKLER, CPA, PFS, Cr.FA, CFF, San Antonio TX 2007-Present

*Conceived, developed and oversaw implementation of the "forensic" brand and premier professional website for a 30-year-old CPA firm and sole investigative tax accountant for the U.S. Senate Whitewater Committee.*

- ★ Upon referral by another client, hired by this CPA firm to create from scratch a brand and website.
- ★ Built an impressive and highly functional website from scratch, working with the client and his senior staff, and subcontracting and overseeing web design and photography partners.
- ★ Acquired copyright permission from national print and broadcast media to republish client's quoted opinions.
- ★ Subsequently hired to facilitate and implement quarterly website updates.
- ★ Developed and orchestrated a quarterly maintenance schedule to troubleshoot the functionality and guarantee ongoing integrity and currency of the website. See: [www.bankler.com](http://www.bankler.com).
- ★ Next hired to interview and photograph the client's customers to produce a quarterly "Client Spotlight" for distribution to customers in monthly mailings and posting on client's website.
- ★ Pending hire to create a four-color marketing brochure. Preliminarily collected numerous price estimates from publication designers for various sizes, styles and quantities.

Project: Create Professional Brand and Website

- Conducted in-depth interviews with client and associates to identify and agree on the firm's brand, areas of expertise, credentials, target markets and products/services.
- Studied existing credentials, client testimonials, client-generated customer newsletters and other existing materials.
- Developed website brand imagery and content using information gathered.
- Engaged a third-party photographer to shoot professional head shots of client and associates, and provided direction to photographer and subjects to ensure branding concept evident in images. For

example, suggested subjects all think "lawyers" and dress in solid, dark suits and crisp white or pastel blouses or shirts to consistently illustrate "forensic professionals."

- Engaged a third-party web designer to develop the technical aspects of the website, ensuring ease of navigation, and optimal search-engine compatibility and functionality. Provided detailed direction to the web designer, including organization of information, even including details such as choice of font style, to ensure branding concept evident and consistent in images and overall appearance.
- Due to client's extensive international notoriety in his field and expansive number of published quoted opinions by national media such as *Forbes*, *The Wall Street Journal* and *TIME*, as well as by national broadcasts such as *ABC News* and *NBC Nightly News*, secured permission from publishers and broadcast media to republish quoted opinions on client's website, which resulted in an assortment of approved styles and criteria (some required linking to the article at the medium's website, for example, while others allowed client to create and post an electronic file directly on the client's website without need to link to medium's website).
- Coordinated all proposed content with client throughout the process to ensure agreement.
- Established an annual strategic plan to update the website quarterly, facilitating agreement with the client and web designer. Subsequently included client's legal expert in search engine optimization in the maintenance process.

RESULT: Established and manage long-term, regularly scheduled maintenance a professional web presence and "forensic" brand including timely and accurate updates for the client, managing coordination with legal and web design partners as well as with client. Ensure client gains permission to republish quoted opinions appearing in copyrighted media to avoid unintentional legal or ethical infractions. Also ensure republished materials display appropriate copyright sources and due credits on client's website. See: [www.bankler.com](http://www.bankler.com).

#### FishHook Client : EG&G/TAC WORLDWIDE, Austin TX, San Antonio TX

April-May 2007

*Wrote and tested an electronic technical user's manual for a federal client's proprietary software program designed to streamline logistics management for a major federal agency's warehousing and distribution system.*

- ★ Recruited to provide onsite technical writing/editing/testing services to an EG&G client/government contractor.
- ★ Wrote online users' manual for a proprietary software program for a federal agency's warehouse management operation.
- ★ Simultaneously troubleshoot and reported programming errors, and suggested aesthetic and functional improvements to the online user's manual that served to enhance on-screen cosmetics and simplify end-users' navigational experience.
- ★ Worked alongside programmers to edit, expand and troubleshoot each phase of the software production during the software design in real time.

#### Project: Organize / Improve / Quality Control Online User's Manual.

- Met with the IT director and programmers to understand the scope, desired results, phases, deadlines and working parameters of the project.
- Studied the existing program as drafted, and found it to be an outline only, sorely devoid of detail.
- Organized the completed user's manual for logical understanding by end-users, gaining agreement by the IT director and programmers with each phase of completion.
- Expanded and streamlined the existing glossary for consistency, and inserted cross-references for duplicate data presented in varying places and terms.
- Suggested programming improvements to enhance on-screen cosmetics and ease navigation.

RESULT: Completed project ahead of schedule, directly and positively impacting the production of a quality-controlled online users' manual and an error-free software program.

ACCOUNT EXECUTIVE, CAMPAIGN DEVELOPER: KTSA Radio, San Antonio TX 2006-2007

Conceptualized, scripted and sold ad campaigns, coordinating projects among clients, on-air radio personalities and producers for English and Spanish news-talk and music radio stations of BMP Radio.

FULL-TIME GRADUATE STUDENT AND CAREGIVER 2005

Completed graduate studies and thesis, "Elder Abuse: More is Expected Unless Society and Mass Media Intervene," while simultaneously overseeing healthcare and care providers of terminally ill older parent.

SENIOR WRITER, CORPORATE COMMUNICATIONS, CPS ENERGY, San Antonio TX 1999-2004

*Led select employee communication activities, often consulting with top executives on strategy, for the nation's largest publicly owned combined natural gas and electric utility. Conceived and presented an organizational model, subsequently adopted by the CEO, for creation of the company's first corporate communication department to oversee and synergize all functions and products of internal and external communication.*

- ★ Produced and oversaw production, including imagery and themes, of near-100% error-free, accurate and appealing printed and electronic publications, including the CEO's annual "State of the Utility Address," delivered to target audiences—4,000 employees, a board of directors, and local and regional government and other agency officials—consistently 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. Volunteered to develop and publish the premier newsletter for a 2,000-member electrical workers union under contract at the energy company.
- ★ Transformed a randomly produced employee newsletter delivered on paper into a credible, regularly published, weekly news bulletin distributed in print to fieldworkers and electronically to office workers, cutting paper distribution and related costs in half.
- ★ Produced unique articles for the employee magazine, *The Broadcaster*, which explained the intricate workings of gas and electric energy company assets such as technologically complicated power plants and business goals and objectives.
- ★ 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.
- ★ Profiled managers, employees and board members; conducted research and interviews.
- ★ Annually interviewed CEO and wrote his/her "State of the Utility Address," which was delivered in person at various worksites and published in *The Broadcaster*.
- ★ Enforced and practiced journalistic standards/ethics for internal/external communications and presented these concepts at regular meetings with other staff members and director.
- ★ Planned, co-produced bimonthly magazine and weekly newsletter to 4,100 employees at 22 work sites.
- ★ Solicited and edited content from department heads.
- ★ 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.
- ★ 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.

Project: Organize / Implement / Improve Employee Communications

- In a communication culture formerly lacking long-term planning, proposed annual plan for Employee Communications to address timely (vs. retrospect as was then the practice) the rollout of key objectives and goals as determined by top management while improving employee morale.
- Conceptualized and produced technical articles and personal profiles along with suggestions for appropriate, impactful supportive imagery.
- Conducted field photography, or hired a contractor for the more complex technical assignments, and partnered with in-house graphics designer to illustrate complicated ideas such as power plant or computer system overhauls, strategic plans, or challenges affecting the company culture.
- Ensured, through educating and gaining support and understanding from graphics designers in particular but also from photographers and other communication staff and contractors, language and imagery simultaneously appealed to all target audiences and did not exclude any professional, labor or educational levels, genders, ages, races or ethnicities, or political or financial stakeholders.
- Facilitated and conducted interviews with all levels of employees and managers, from labors and other field workers to the CEO, and crafting provocative questions beforehand for efficient, effective interviews and thus, impeccable articles and other products.
- Oversaw publication, production and distribution of the weekly employee newsletter, transforming it from a randomly produced paper publication written in retrospect into a credible, regularly published, timely, weekly news bulletin supplemented by distinct "special reports" as news broke, such as to report severe weather and energy loss.

RESULT: Near-100% error-free, 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.

Project: Create / Organize Corporate Communications Dept.

- As the sole non-managerial member of an executive strategic-planning committee, recruited to participate in weekly meetings over eight months' time—while continuing duties as senior writer for Employee Communications.
- As a committee member, volunteered to conduct research and benchmark other utilities on how best to organize internal and external communication operations to ensure a cohesive front inside and outside the organization, while providing employees information in advance of customers or mass media, thus empowering employees to be informed resources for customers and each other.
- Reported research results in writing to the committee, composed of vice presidents, directors and supervisors, including an organizational chart that drew controversy at first from some managers but which subsequently was adopted by the company when presented to the CEO.

RESULT: The creation, budgeting and staffing of the company's first Corporate Communication Dept., which organized employee communications and public relations altogether under one umbrella and positioned its head as a director reporting to the CEO. This organizational structure continues at the utility today.

FEATURES WRITER, GUEST COLUMNIST PART-TIME: Hearst Corp., San Antonio, TX 1997-2006

- ★ Published features writer and guest columnist for a local major daily newspaper, the *San Antonio Express-News*, and *Fiesta Magazine* of the Hearst Corp.
  - Attained 100% acceptance and front-page coverage in the *Lifestyles* section of the newspaper for numerous first articles submitted for publication.
  - Respected and responded to editors' directions in planning, writing, organizing human-interest features on various topics.

- Conducted background research and in-depth interviews to ensure accuracy and appeal to readers.
- ★ Applied a variety of style guidelines required by distinct publishers (various other publications).
- ★ Edited doctoral dissertation for a foreign-exchange student of a private university (other freelance work).

**CO-FOUNDER/MARKETER: DADDY'S COUNTRY STYLE BBQ SAUCE, San Antonio TX 1997-1998**

*Co-founded and marketed a food-manufacturing business, taking an unknown product from concept to market in three month's time, and beginning with 11 local grocery stores but growing to more than 200 statewide.*

- ★ Established a quickly successful family-owned barbecue sauce business.
- ★ While working as a freelance writer, took 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, even before bottling the products.
- ★ Undertook and accomplished legal and practical funding, manufacturing and marketing components needed to launch and sustain 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.

**Project: Create / Establish Daddy's County Style BBQ Sauce (Food Manufacturing)**

- Queried H-E-B Food Stores by letter to its corporate specialty food buyer and followed up by telephone until securing a meeting.
- Facilitated the meeting with the food buyer and the sauce's founder, which resulted after a taste test in an offer to premier two sauce products in 11 local stores.
- Recruited additional family members to deliver products to stores and demonstrate the products in stores on a regular, rotating basis.
- Established a six-month schedule for weekly deliveries and in-store demonstrations, working with H-E-B's corporate liaison and family members to conduct the demonstrations.
- Facilitated regular meetings: with family members to discuss budget, marketing strategy, distribution, demonstrations and sales; with H-E-B procurement liaisons to ensure product listings in master database; with manufacturing and bottling company and family members to taste-test first batch; with H-E-B store managers to ensure prime eye-level shelf space; and with the Texas Dept. of Agriculture to discuss and ensure ongoing promotional opportunities.

RESULT: Daddy's sauces hit the market within three months of concept and quickly grew in popularity and distribution from 11 local stores to more than 200 statewide, thereby growing the business to include a contracted distribution partner arranged through H-E-B.

**ACCOUNT EXECUTIVE: SAN ANTONIO EXPRESS-NEWS, San Antonio, TX 1993-1995**

- ★ Sold long-term contracts for display newspaper ad campaigns over the telephone, generating 200 new small-business display advertisers in one year, and establishing a prototype sales position and methods for inside sales for display advertising—which grew in size and number over time and remains in place today.
- ★ Created and produced the affordable "Home Improvement Guide" for small businesses targeting the home aftermarket.

**NEW MEDIA MARKET RESEARCH ANALYST, PRESENTATION COORDINATOR:**

**SAN ANTONIO EXPRESS-NEWS, San Antonio, TX 1993-1995**

- ★ Conceptualized, wrote and produced marketing materials and sales presentations for print products for the display advertising sales team.

- ★ Analyzed printed and electronic market research data on readership/listener-ship and lifestyle preferences to develop prototype presentations.
- ★ Organized and 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.
- ★ Produced prototypes of online visitor surveys and sales presentations for online advertising products, and implemented online promotional contests.

MARKET RESEARCH ANALYST: *SAN ANTONIO EXPRESS-NEWS*, San Antonio, TX 1996-1997

Conducted research and developed prototypes for presentations and proposals used by display advertising sales staff to increase revenue.

- ★ Instructed account executives in group sales meetings on how to increase sales by maximizing their use of research data, using strategically planned and professionally prepared sales presentations.

UNDERGRADUATE INTERN, COMMUNICATION/PR:

TRINITY UNIVERSITY, San Antonio, TX

1993

- ★ Researched logistics and performance criteria for rotating editors of a private university's combined faculty and student newsletter, and then produced the "*On Trinity Hill* Newsletter Editor's Manual" in three weeks' time during an undergraduate summer internship.
- ★ Produced operating guidelines to bring consistency, and timely production and distribution to the newsletter, prepared and distributed by students who served as temporary editors of the PR Dept.

Project: Create / Produce "*On Trinity Hill* Newsletter Editor's Manual"

- Met with PR director to understand project parameters and desired result.
  - Learned at first to use a MAC computer and PageMaker software used by rotating editors to create and write the university newsletters.
  - Personally visited all distribution points on campus to devise a time-efficient delivery route and map, and informed the campus printer, which produced the newsletter, of the forthcoming manual.
  - Drafted the manual for the PR director's review and approval; incorporated the PR director's feedback into the draft document; produced final bound copies and presented to the PR director.
- RESULT: Within three weeks, researched, wrote, produced and published a comprehensive manual using a previously foreign type of computer and software program.

TECHNICAL EDITOR, MARKETING MANAGER, TECHNICAL SALES:

UNIVERSAL DATAPRODUCTS INC., San Antonio, TX

1991-1993

- ★ Managed a customer-contact database of 3,600 business prospects including 1,500 active customers.
- ★ Marketed computer peripherals and data modems to customers and prospects.
- ★ Organized and participated in trade shows and onsite open houses.
- ★ Managed the vendor cooperative program.

Project: Organize / Produce Technical Trade Shows

- Held planning meetings with controller, president, technicians and administrative staff to organize events, discuss responsibilities, estimate budget, identify booth layout and content, identify handout literature and quantities, and discuss all other details associated with orchestrating involvement in a trade show or conducting quarterly open houses for vendors and customers.
- Orchestrated details for exhibit display at trade shows among conference facility, company staff and vendors, including backdrops, signage, exhibit registration and ID badges, parking and delivery stations, tables, table cloths, setup and tear-down schedules, displayed equipment, software usage, electricity, telephone lines, and any other setups or utilities required to demonstrate computer peripheral equipment in a conference setting.

- Scheduled booth workers in shifts to ensure adequate coverage and fair breaks and coordinated agreement among staff to guarantee coverage.
- Designed and implemented a contest and giveaway program.
- Planned and implemented follow-up with prospects who attended the trade show or open house.  
RESULT: Increased exposure and sales for company and vendors through annual participation in technical/computer trade shows and in-house quarterly open houses where vendors and customers merged to preview new equipment and to network, thereby fostering increasingly lucrative relationships among the company and its vendors and clients.

Project: Technical Newsletter Editor

- Oversaw production of the bimonthly client newsletter, distribution 1,500.
- Coordinated content with the company's president and technical subject matter experts, budget with the controller, advertising inserts with vendors utilizing the coop program, production with a third-party publisher, and distribution with in-house administrative staff.
- Ensured timely, consistent production and distribution within budget.

GENERAL/MARKETING MANAGER: J. ROBERTSON & ASSOCIATES, San Antonio TX 1988-1990

*Marketed and managed underperforming hotel properties in niche markets (military and medical) in U.S. cities for a commercial real estate property management company, often achieving forecasts for room nights and room rates.*

- ★ Promoted to introduce and implement corporate marketing plans to turn around underperforming hotel properties in Texas, Arkansas, Missouri and Virginia.
- ★ 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 at target room rates.

Project: Organize / Produce Grand Re-Opening of Formerly Foreclosed Hotel in Medical Market

- Assigned for eight months as onsite manager and marketer, and operating on a zero budget, to turn around the underperforming and thus formerly foreclosed-upon GuestHouse Inn, a 48-room hotel in Lubbock TX located in the heart of a medical center and university community.
- Represented corporate management onsite while reporting remotely to Marketing VP and CEO/President in San Antonio.
- Hired and trained 14 staff (excluding night auditor) including employees for front desk, shuttle, housekeeping and maintenance.
- Trained senior staff as general manager and assistant manager to assume operations and marketing duties at conclusion of successful eight month-turnaround project.
- Oversaw cleanup and restoration of the hotel, which has set empty for a year upon foreclosure.
- Conducted monthly "shopping" of area hotels with onsite visits and telephone calls to set and keep the hotel's rates consistently competitive.
- Reported weekly to corporate office as to status of budget, achievement of revenue goals.
- Created, obtained long-term contracts for corporate rates and room nights with various decision-makers in the medical and university markets employing primarily in-person, direct-sell methods.
- Orchestrated details for grand re-opening, including theme, costumes and staffing schedules, catering, decorations and floral arrangements, shuttle services, facility tours, invitations, literature handouts, giveaways and media kits.
- Organized and accompanied staff during deliveries of invitations, with staff wearing "Wizard of Oz" costumes and handing out gift baskets to decision-makers two weeks before the event.  
RESULT: Achieved 25% attendance or 250 guests at the grand re-opening. Within eight months, exceeded expectations for average room rate, room-nights and monthly revenue, and turned over management and marketing of the hotel to trained senior staff.

RELOCATION DIRECTOR: J. ROBERTSON & ASSOCIATES, San Antonio TX (U.S.-wide) 1989-1990

- ★ Marketed "Apartment Locator" relocation franchise to local corporations and universities.
- ★ Wrote and published the premier Apartment Locator Relocation Guide.

RESULT: Obtained annual relocation contracts with USAA, St. Mary's University and others.

TECHNICAL CENTER MANAGER, TECHNICAL WRITER/EDITOR:

U.S. AIR FORCE, San Antonio TX (U.S. and Abroad)

1982-1988

*Directed the functions of a unique, top-secret Technical Information Center for a Major Command of the U.S. Air Force formerly located at U.S. Electronic Security Command (ESC) at Kelly AFB, Texas.*

- ★ Promoted to a secure electronic engineering environment in support of the U.S. Air Force and Department of Defense to catalog equipment test data concerning compromising emanations, and correspond with security officers worldwide and with the National Security Agency concerning test results.
- ★ Hand-picked for certification as a Creative Problem-Solver and to serve a six-month rotational role as an Instructor with the premier Innovation Center at ESC. Accompanied high-ranking officers to military installations in the U.S. to conduct innovative-thinking seminars and workshops and prepare reports concerning results of problem-solving initiatives to the Major Command.
- ★ Recruited to write security instructional materials, and to participate on a project team to develop a logistics plan for, and present at, the annual national Communication Security conference.

Additional Credentials

Visit [www.guckianwriter.com](http://www.guckianwriter.com) to see writing samples, testimonials, awards and other professional training.