
Profile: Writer and Internet Specialist

My **Talents** include technical writing, indexing, editing, marketing writing, web content development and social media marketing, and process analysis/improvement coaching and documentation.

My **Passions** lie in the areas of research, problem solving, training, writing and wordsmithing.

My **Experience** acquired over more than 25 years of working with a diverse group of businesses, not-for-profit organizations, and government entities has provided me with wisdom and techniques that you can now take advantage of. But don't just take my word for it...

Reference Highlights

from LinkedIn <http://il.linkedin.com/in/teresahessler> (I'm known in the US as "Teresa")

Freelance Writer & Editor

"Teresa has a real talent to take technical information and create an easy-to-read story or web page. Plus, her grammar and proofreading are perfect. She gives you explanations and helps simplify the long winded. She helps a web reader make a decision and remain comfortable with short but very effective guidance on a web site. I highly recommend her to not only create new communications but also to edit and clean up older written sales sheets and technical communications." *January 4, 2010*

Bruce Nesbitt, Ph.D., CEO, Orion Industries, Chicago, IL

"Thank you for completing our user manual. I have looked it over, and I am very pleased. I appreciate your keen eye and your skill in regard to: - Improving the manual's ease-of-use, including the adding of unique devices that help the user easily understand points all along the way. - Conceptualizing the underlying goals from the standpoint of the end-user. - Raising the language accuracy and style significantly, including converting translated material that was sub-native to a "top-native" level and completing the project fast. We will not hesitate to turn to you again for future technical writing and editing projects." *December 18, 2009*

Howard Lear, Ph.D., Director of International Marketing, Deco Media Ltd. Helsinki, Finland

Lead Process Documentation Specialist, AmTrust Bank

"Teresa is especially strong at process analysis and procedure development. She uses strong time management and technical skills to efficiently complete multiple project assignments. I received numerous favorable comments about Teresa. She leads by example - diligently working through issues and consistently producing high quality documentation." *May 22, 2009*

Joseph Bolterstein, AVP, Process Documentation Manager, AmTrust Bank

"When choosing people for a project team, Teresa is a person that I would select every single time. She did a fantastic job in getting all of the procedures done for an extremely difficult project. She was very professional and diligent, completing them on time. It was a pleasure working with her since she took responsibility with little to no supervision. There were many "obstacles" that we faced on this project. She is definitely someone I will request for work on my future projects. Without her, we would not have been a success." *May 15, 2008*

David Walter, Sr. Systems Project Manager, AmTrust Bank

"Teresa is a very focused individual that helped tremendously during our Oracle Purchasing Implementation Project. She effortlessly documented our procedures, asked the right questions, and handled herself in a very professional manner. She made my work easy when it came to the procedures, as she researched and brought a wealth of experience and knowledge to the table. It was a pleasure to work with her on our project team. She was responsive and handled all the details, and made me feel very comfortable with our final product." *February 22, 2008*

Jen Lopez, Purchasing Manager, AmTrust Bank

"I have worked with Teresa dozens of times on projects over the past several years, and her performance has been consistently outstanding. She is detail oriented; she always meets project deadlines, and takes time to reach back out to clients with suggestions to make what has been requested even better in the interest of delivering a high quality product. If you are looking for a strong and capable resource to help manage your Intranet content, Teresa is someone you should definitely consider for the position." *February 20, 2008*

Scott Maloney, AVP Strategy & Execution, AmTrust Bank

Professional Memberships

**American Society for Indexing
International Webmasters Association
Society for Technical Communication**

Relevant Work Experience

Jul. 1990 – Present **Freelance Writer and Web Specialist**

Technical Writer, Process Analyst, Marketing Writer, Indexer, and Webmaster providing the following services:

- Writing: technical, process documentation, indexing, human resource and safety manuals, marketing, creative, editing, web content and blogging.
- Training: creation of web-based training, and facilitation of classroom training.
- Process improvement analysis and change management.
- Internet consultation, development, design, programming, management and marketing of web sites.
- Social Network Marketing: planning and execution of marketing campaigns for individuals and businesses via LinkedIn, Facebook, Twitter, etc.

Nov. 2004 – Jun. 2008 **AmTrust Bank, Cleveland, OH**

Lead Process Documentation Specialist and Bank Officer

- Technical Writing: creation-to-publication cycle of documentation for financial processes and new software rollouts. Projects included interviewing subject matter experts, business process analysis, technical writing, indexing, flow charts, online help, user guides, tutorials and training materials.
- As Department Lead I established publishing standards, edited staff's production, and troubleshoot technical issues in addition to mentoring co-workers.

Mar. 1999 - Jan. 2001 **Deloitte & Touche, Hermitage, TN**

Internet Content Editor for one of the Big Four leading professional services/accounting firms in the U.S.

- Research and consultation with clients regarding creation/maintenance of Internet, intranet, and extranet sites. Maintenance and indexing of department help system.
- Creation, analysis, copyediting, publishing, and quality reviews of content supplied in various formats and stages of development as HTML, DHTML, ASP, and PDF pages.

Oct. 1995 - Jul. 1997 **Lexington Inc., Johnstown, NY**

Business Development Manager and Director, Neighborhood Based Alliance Project

- Market research and implementation of production for new product lines.
- Directed community-based private/public partnership project involving marketing, advertising, public relations and speaking, recruiting and managing over 500 volunteers, process analysis, meeting facilitation, government contract reporting, writing a 5-year improvement plan, and grant writing.

Other Experience

Jul. 1990 – Jun. 1993 **Director, Administration and Corporate Secretary for Xsirius, Inc., Marina del Rey, CA**
Research and development laboratory

Apr. 1984 – Jul. 1990 **Manager, Sales Operations for Lumex, Division of Lumex, Inc., Bay Shore, NY**
Large publicly held manufacturer of medical products

Computer Expertise

Operating Systems & Environments: Microsoft Windows 2000/XP/Vista, Web Servers and MySQL databases.

Programming Languages: ASP, CSS, HTML, PHP, XHTML, XML

Software & Tools: Intermediate to Expert Level in Adobe Photoshop, Acrobat Professional, and RoboHelp; Allaire HomeSite, Altova XMLSpy, b2evolution blogware, Corel Paint Shop Pro, Cute-FTP, DreamWeaver, Microsoft Office, Project, Visio, Visual InterDev and SourceSafe; Oracle HRIS and Portal, osCommerce, SkyIndex, Wikis, WordPress.

Training

2008-2010 Touro College for Women, Memoir & Fiction Writing courses

2008 - 2009 Index West, Indexing refresher course

2008 oDesk Technical Writers Certification - scored in the top 10% worldwide (94th percentile)

2005 - 2006 International Webmasters Association - Web Business & Technologies Certifications

- Web Content Writing and Editing, Search Engine Optimization, Project Management, Legal Issues for Web Designers and Content Managers, Introduction to XHTML, Introduction to Designing Accessible Websites, Intermediate CSS, Introduction to XML, and Intermediate XML

1988 - 1989 Shilay Management Associates

- Manufacturing Requirements/Resource Planning (MRP I/II), Quality Products, Service & Information Systems

1988 - 1989 Suffolk County Community College

- Business courses in Lotus 1-2-3, Organizational Behavior, Personnel Management

Additional Information

Work Eligibility Status: I possess dual citizenship in the United States of America and Israel (Tz. 332265560)

English: Mother Tongue; **Hebrew:** Basic.