

Jim Driggers

925-231-5825 | jim@writingjim.com | www.writingjim.com | www.linkedin.com/in/writingjim

TECHNICAL WRITING | COPYWRITING | COPY-EDITING

The hardest thing humans do is communicate--well. For over 20 years, I've written and edited prose that is easy to read, satisfies readers' needs, and conveys its intended meaning. I've worked in companies and organizations with 10 to over 200,000 employees in the public, private, and nonprofit sectors. My passion is helping people absorb and use the information they read to increase their prosperity. I want to work for a company that can use my talent and experience to improve its own, its employees', and its clients' prosperity.

AREAS OF EXPERTISE

- Research and document departmental processes, policies, informational articles, and job aids
 - Research online and print resources
 - Interview subject matter experts to gain in-depth knowledge
 - Create compelling long and short form copy (website content, blogs, marketing collateral, and newsletters)
 - Recommend formatting to meet company requirements
 - Produce deliverables within deadlines for multiple projects
 - Work collaboratively within a team and independently with minimal supervision
 - Edit deliverables to ensure consistency with applicable style guides
 - MS Office (Word, Excel, PowerPoint, Visio)
 - G Suite (Gmail, Google Drive, Docs, Sheets, Forms)
 - Adobe Acrobat and Photoshop
 - WordPress, DropBox, and Citrix ShareFile
 - GoToMeeting, Skype
-

PROFESSIONAL EXPERIENCE

Writing Jim, Concord, CA

2/2011 - Present

Principal / Owner

Freelance writing/editing/consulting services helping small/medium size businesses increase revenue and decrease costs through better-written material tailored to target audiences.

Technical Writing (policy and procedure)

Improve business operations and cost reductions for own clients and for clients of company I subcontracted with. Results achieved through writing, editing, and consulting on clients' business policies and procedures.

- Increased employee effectiveness by producing clear, easy-to-follow standard operating procedures and policy statements
- Improved employee coordination by creating high-level cross-functional department work flow charts
- Standardized and sped deliverable completion by creating document templates and style guides
- Taught remote clients how to use cloud-based business systemization software
- Taught remote clients how to organize and write procedures and policies
- Consulted with clients on engaging employees in systemization project and rolling out new procedures and policies

Copywriting

Increase clients' revenue through better resonating marketing content. Improvements include writing and editing content to increase reader response.

- Achieved 100% conversion rate on landing page call-to-action for enrolled agent tax service
- Improved target market response by writing highly resonating copy for website static pages, campaign landing pages, brochures, biographies, press releases, white paper, and advertorial
- Improved author's readability and understandability by editing book of over 100 pages

Jim Driggers

925-231-5825 | jim@writingjim.com | www.writingjim.com | www.linkedin.com/in/writingjim

Magazine Article Writer

Research and write feature articles and columns for national magazines.

- Wrote two National Health Information award-winning articles: Recovering From Total Knee Replacement and Recovering From Total Hip Replacement. Both published in Arthritis Self-Management, a national magazine.
- Saved lives by writing Hot 'N Cold, an article conveying safety insights from industry experts related to diving in cold water. Article published in Diver, an international magazine.

Robert Half International, San Ramon, CA

5/2010 - 11/2010

International staffing agency providing technology professionals for contract, contract-to-hire, and full-time staffing needs. RHI is an S&P 500 member with revenue over \$5.09 billion, 400 locations, and 16,000 employees.

Technical Writer

Created department guide template using MS Word. Improved employee on-boarding by writing/updating 50 technical guides for RHT technical department. Subjects included

- Using audio-visual and teleconferencing equipment
- Building Windows and Linux-based computers
- Installing memory in rack-mounted servers
- Handling incoming deliveries to data centers

Westaff, Inc., Walnut Creek, CA

11/2002 - 3/2009

Founded in 1948 and sold to Select Staffing in 2009, Westaff provided light industrial and clerical staffing services in four countries and over 100 offices across the United States.

Quality Assurance Manager

11/2006 – 3/2009

Led three software testers and reviewed work of over 10 subject matter experts within IT department to ensure software changes improved field office and headquarter operations.

- Implemented IT department compliance with Sarbanes-Oxley financial reporting requirements by leading project team to create and achieve required controls
- Increased protection of company data and IT systems by developing comprehensive software/hardware change management process

Technical Writer

11/2002 - 11/2006

Create and maintain software user guides and training materials

- Improved field office efficiency and bandwidth by creating and updating software user guides with 200+ pages
- Improved data conversion reliability by writing technical guides addressing data conversion requirements
- Worked on waterfall and Agile-based software development projects

Providian Financial Inc., Oakland, CA

6/2000 - 4/2002

A national credit card company that was the nation's sixth largest credit card issuer, had over 10 million cardholders and employed about 13,000 people before being sold to Washington Mutual in 2005.

Technical Writer

One of three technical writers in the IT department's project management group. Wrote Project Management Methodology (PMM) and Systems Development Life Cycle (SDLC) guides and templates.

- Increased project management efficiency by creating and publishing robust PMM and SDLC documentation with multi-group project team. Processes scaled from creating credit card offers to constructing new buildings.
- Improved consistency by creating PMM and SDLC Word templates for project documents

Kaiser Permanente, Walnut Creek, CA

6/1997 - 5/2000

The largest managed care organization in the United States with revenues over \$60 billion. Has over 200,000 employees in eight states and the District of Columbia.

Technical Editor

Edited and standardized technical guides to IT network infrastructure in over 20 medical campuses in northern California.

- Improved readability, accuracy, and research value of guides written by computer network engineers
- Increased efficiency of technical writing group by creating and implementing policies and procedures for department network reference material creation and maintenance

Jim Driggers

925-231-5825 | jim@writingjim.com | www.writingjim.com | www.linkedin.com/in/writingjim

Hi-Tec, San Ramon, CA

3/1995 - 12/1996

Software development software created interface between a third-party tax calculation software package and clients' point-of-sale computer systems. Company had 12 employees at its height.

Technical Writer

Wrote software user manuals for company's three products and company marketing material.

- Wrote audience commended and easy-to-read software user guides for end users and technical staff
 - Managed production of manuals from draft to publication
 - Improved company marketing by creating looping PowerPoint presentation for trade show display and marketing brochures and one-pagers
-

VOLUNTEER EXPERIENCE

Co-Director of Business Operations in Experience Unlimited Contra Costa Chapter. EUCCC is a program within California's Employment Development Department for professionals who are seeking new employment opportunities. As co-director, process candidates and new members in chapter, train business operations volunteers, report chapter activity to EUCCC officers and EDD, deliver meeting supplies and set up room for weekly meetings.

Volunteer with RESULTS, an international non-profit helping hundreds of millions of people lift themselves out of poverty. Have lobbied Congress members and their staffs face-to-face in both Washington, DC and in district. Currently serving as leader of local group. Have written over 24 published letters to the editor, five op-eds, and caused eight editorials to be written in newspapers. Raised over \$5,000 to support RESULTS through several fundraising events and campaigns.

Volunteer with Aqua Tutus, a non-profit scuba diving club helping people become better divers. Served as club secretary, president, and member-at-large on club's board of directors. Wrote monthly series of newsletter articles encouraging divers to practice specific diving skills.

EDUCATION

Bachelor of Arts in Sociology; Minors in Statistics and Marketing

California State University, Hayward (now CSU, East Bay)

Certificate of Professional and Technical Communication

San Jose State University

Career Diploma in Freelance Writing

Penn Foster Career School

ONLINE PORTFOLIO

Copywriting samples: <http://www.writingjim.com/samples-copywriting/>

Policy and procedure samples: <http://www.writingjim.com/pp-samples/>

Software user guide: http://www.writingjim.com/wp-content/uploads/2011/11/2ndwave_ug_v2.pdf

Feature article samples: http://www.writingjim.com/wp-content/uploads/2011/12/ASM_ND11_HipReplacement.pdf and http://www.writingjim.com/wp-content/uploads/2012/05/DIVER-Vol37_No2_Hot-n-Cold.pdf

Blog posts: <http://www.writingjim.com/about-writing/>

Web content for Pleasanton Hand Car Wash: <http://www.pleasantonhandcarwash.com/services/detail-center>