

Communications specialist, technical writer, Web content manager, copy editor and designer. Top-tier corporate experience in investment banking, debt and equity research, asset management; and the pharmaceutical, biotech and medtech sectors. Develop strategic plans and tactically implement internal and external communications initiatives. Create targeted content for Web sites, user manuals, style guides, functional and technical system documentation, business plans, presentations and investment research. Technologically astute; creative, strategic thinker; confident manager, persuasive leader and motivational teacher.

MetLife — Boston, MA
Internal Communications Specialist

Aug 2010-Apr 2011
Individual Life Insurance Products

- Brought communications functions under one umbrella and successfully serviced complex department with 5 sub-divisions and 1400 employees.
- Provided guidance and technical expertise to management team to formulate effective communications methods. Collaborated with internal clients to ensure integrated communications strategy and message.
- Wrote for variety of media content reflecting business's priorities and culture — executive messages, strategic business updates, departmental goals/objectives, organizational announcements and people-related communications.
- Managed and wrote for suite of five Intranet sites using Vignette 7 content management system (CMS). Produced PowerPoint presentations for corporate-wide meetings and conferences. Developed creative, informative email messaging campaigns using Lotus Notes.

Pfizer, Inc. — Groton, CT
Communications Specialist/ Writer

Nov 2009-Feb 2010
Research Informatics

- Authored end-user documentation for various information technology (IT) projects supporting Pfizer's research scientists and drug development pipeline. Users: MDs, PhDs, researchers, scientists and academic community.
- Worked with clinical subject matter experts (SMEs) to translate highly technical concepts into easy-to-understand scientific articles for internal Web publications.
- Re-engineered and updated content matrixes migrating from Wiki to SharePoint environment on Intranet sites.

Summer Street Research Partners — Boston, MA
Communications Manager/ Editor

Mar 2006-Nov 2008
Equity Research

- At independent healthcare research boutique, worked with Biotechnology, Pharmaceutical and Medical Technology analysts and clinical SMEs to write and publish research reports. Installed publishing procedures, strategic business flows, best practices and quality assurance.
- Developed comprehensive data warehouse and CMS, which put thousands of reports at analysts and salesmen's fingertips.
- Created templates for disease states, medical conferences, secondary endpoints, clinical trials, drug commentary, conference calls, quarterly reviews, sector publications, surveys, initiation of coverage, etc.
- Designed and built company's first corporate Intranet site, a central repository for its intellectual property.
- Built proprietary electronic publishing platform. This enabled delivery of critical analysis to sales desk in real time, gave company an edge to enhance client relationships and boosted bottom line.

Jefferies & Company, Inc. — New York, NY
Senior Editor

Jan 2003-Mar 2006
Equity Research

- Published hundreds of Web-based reports per week using CMS-based technology, BlueMatrix, under very tight deadlines between 5:30 a.m. and market open.
- Edited with precision for grammar, syntax, punctuation, format, consistency and financial and statistical errors.

TIAA-CREF — New York, NY
Senior Communications Specialist

Sep 2001-Sep 2002
Corporate Marketing and Communications

- Wrote collateral material, financial advisor fact sheets, newsletters, brochures, articles, emails and Web content targeting financial advisor channel, high net worth, institutional and retail investors.
- Created presentations for training materials and product manager seminars, which gave salespeople advantage over competition and increased firm presence as leader in core competencies.

- Liaison between mutual fund portfolio managers (PMs), analysts and senior management to enhance quality and speed delivery of proprietary research. Wrote and presented proposals to C-level executives to procure funding for projects.
- Collaborated with IT department on document-creation and project management. Translated delivery-vehicle specifications into usable documentation for implementing and maintaining software applications. Deliverables: QA checklists, FAQs, architecture diagrams, on-line help, system requirements and business proposals.
- Designed Web-based internal publishing platform (for Boston, Tokyo, London, Hong Kong offices). My application drove companywide change-management initiative that transformed how analysts wrote research and PMs received it.
- Devised landmark proprietary Web-based, "Investment Professional Profiling System" (IPPS) application, which helped target PMs efficiently, individually and comprehensively with Wall Street research.
- Formed core-training program in fundamental research. Led workshops/ mentored new associates on format, style, logistics and presentation. Created teaching templates that improved quality of non-English speaking analysts' research.

Prior Experience

1987-1997

- **Citicorp Securities, Inc., New York, NY — V.P., Managing Editor, Fixed-Income Research.** Supervised publication infrastructure for high-yield, investment-grade and emerging-markets departments at the investment-banking arm of Citibank, N.A. Designed series of award-winning research products in key industries.
- **Bear Stearns & Co. Inc., New York, NY — Managing Editor, High-Yield and Distressed Credit Research.** Launched start-up editorial group, as right hand to research director. Designed product that defined Bear Stearns as preeminent high-yield shop in early 1990s. Our research raised Bear in Greenwich Survey poll from tenth to third place, behind Donaldson Lufkin & Jenrette (DLJ) and Merrill Lynch; and received highest accolades in *Institutional Investor's* 1993 All-American High-Yield Research Team survey.
- **Salomon Brothers, Inc, New York, NY — Publications Liaison, High-Yield Corporate Bond Research.** Initiated publication of reports to institutional clients, which earned Salomon distinction as one of greatest high-yield shops, along with Goldman Sachs, in late 1980s. Designed company's first MS Word-based template for credit research, leading foray into PC space.

TECHNICAL HIGHLIGHTS:

On-line Publishing Expert — *Microsoft Word guru. Content and knowledge management specialist. Build and maintain document filing, retrieval and archival CMS. Web design, development and maintenance. Well versed in HTML and CSS.*

Applications — *Include, but not limited to Vignette 7, MS SharePoint 7.0, Wiki, Web 2.0; Adobe products including InDesign, PDF, Photoshop; advanced Microsoft applications including Office, PowerPoint, FrontPage, Publisher and Web Expressions; most graphics programs, including MS Paint and Corel Draw.*

Technical Writing Expertise — *Interpret and synthesize complex subject matter succinctly, putting it into "plain English;" leverage existing and create new intellectual capital; identify and integrate key phrases for search engine optimization (SEO); cross edit between platforms to deliver high-impact messages.*

Style — *Includes Chicago, Economist, Wall Street Journal, MLA, APA and AMA conventions.*

EDUCATION:

School of the Art Institute of Chicago — Chicago, IL: M.F.A., Visual Arts

University of Illinois — Chicago, IL: B.A., English

Harvard University — Cambridge, MA: Post-Graduate Certificate in Publishing and Communications (CPC)

Northeastern University — Boston, MA: Web Development

New York University, Stern School of Business — New York City: Financial Markets, Portfolio Management Courses

New York Institute of Finance — New York City: Accounting, Securities Analysis, Mutual Fund Foundations Certificates

Hunter College — New York City: Graduate Courses in Education

American Medical Writers Association (AMWA) — New England Chapter: Award, Certificate in Medical Editing and Writing