

JENISE COOK

Freelance Writer: Location-Independent

ACHIEVEMENTS & PROVEN RESULTS

My consistent skills, project management, and results add value to all projects (per client Testimonials):

- **Project Challenges:** No guides (manuals) nor online courses nor resources in existence; or, brand-new web-based applications, products, or policy/procedures needed for a wide variety of deliverables.
- **Achievements:** Researched, designed, developed, and published evidence-based hard copy and online resources to meet client needs. Translated complex technical processes into straight-forward user communications. Increased corporate Web presence through creating and contributing valued content revision, storyboards/wireframes, and user experience principles. Wrote successful blog for four years.
- **Proven Results:** Consistently improved workplace performance resulting in better business results. Contributed to business goals and employee needs. (Clients did not measure nor produce metrics.)
- **Deliverables:** Web content copy, marketing copy, end user guides, newsletters, storyboards, narration scripts, selected and edited graphics, imported videos and audio files, recorded voice-over narration.

CLIENTS & BUSINESSES I'VE SUPPORTED



WRITING & DESIGNING TOOLS I USE (SMALL LIST; THERE'S MORE!)

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|-----------------|--------------|--------------|---|
| ▪ Adobe Acrobat | ▪ Mac OS X | ▪ SnagIt | WordPress:
(Admin. Dashboard,
Theme, Page and
Post creation, Yoast
SEO, Readability.) |
| ▪ Adobe Reader | ▪ Photoshop | ▪ Visio | |
| ▪ Excel | ▪ PowerPoint | ▪ Windows OS | |
| ▪ HTML | ▪ MS Project | ▪ Word | |

WORK HISTORY, EDUCATION & PROFESSIONAL DEVELOPMENT

2008-Present: Independent Consultant and Owner of Ridge View Media (RidgeViewMedia.com)

I have my M.A. degree and continuously improve through on-going professional development.

LET'S CONNECT: SEEKING THESE OPPORTUNITIES & INDUSTRIES:

Projects/Industries: Web content, Content marketing, Blogging User Guides, Policy/Procedures, and more... ask me! | Alternative Energies | Academia | Consumer Goods | Financial Services | Health Care Medical Device | Internet Technologies | SEO/Web Content | Small Businesses | Staffing Companies