

---

**OBJECTIVE**                      **Freelance technical and marketing writing opportunities**

---

- EXPERIENCE SUMMARY**
- Managed documentation contributors, processes and specification, and developed flexible documentation build system for enterprise software firm.
  - Fifteen years writing for leading Bay Area software developers, including Adobe Systems, Hyperion Solutions, Electronic Arts, OpenTable.com, Leap Frog, and Mozilla Corporation.
  - Broad experience with all aspects of writing for software development, from initial concept to back-of-box copy in print, PDF, RoboHELP, WinHelp, and Web formats.
  - Web design, VB, and command-shell scripting skills, too.

---

**ENTERPRISE SOFTWARE Management**                      **Edge Dynamics, Inc. (www.edgedynamics.com)**  
*April 2005 – March 2006 (contract); March 2006 – July 2007 (full-time)*

- Doc creation, review, proof, and publishing processes**
- Developed and refined master build process for executing documentation releases.
  - Adapted editorial review processes within dynamic software development environment.
  - Designed 27-step documentation proofing checklist that was executed on each document at time of publication. Created and maintained documentation templates.
  - Developed process and supporting mechanisms for single-source authoring from Microsoft Word of three distinct application offerings.

- Technical Writing**                      **Customer and internal documentation**
- Principal author of over 35 customer publications and 2400+ pages for enterprise-class platform and related applications, covering installation, upgrade, administration, and use of the platform, as well as user guides for each of nine application modules.
  - Provided periodic Field Service Fix updates to customers and solutions consultants to address software issues that did not require a full release.
  - Created suite of documents for internal customers to assist in local installation of software, demo database, integrated server components, and more.
  - Supported multiple internal initiatives with over 500 pages of documentation.

- Training Materials**                      **Customer training**
- Principal author of over a dozen customer training decks covering platform and application.

- Marketing Writing**                      **White papers, brochures, datasheets, web copy, and miscellaneous copywriting**
- Developed initial templates and writing style for Marketing department.
  - Authored multiple white papers, brochures, and datasheets for products and services.

- Scripting**                      **Documentation development and build tools**
- Built EdgeDocTools, a library of 40+ Visual Basic tools for proofing and publishing documentation library.
  - Coded from scratch script-based system for building documentation releases. Features included Excel-based specification of multiple documentation packages, single-point fail-over, assembly of .EAR files, and automatic bundling of packages for release.

## Steven P. Olson

www.stevenolson.com

---

### FREELANCE WRITER & DESIGNER

#### Self-employed ([www.stevenolson.com](http://www.stevenolson.com))

*February 1997 – March 2006*

#### Technical Writing

##### Developer tools documentation - *Electronic Arts Central Tech Group*

- Designed and wrote RoboHELP, Web, and Wiki-based documentation for EA's Central Tech Group, which develops core technologies for worldwide games development. Completed multiple releases of 400+ pages of docs for core developer tools.

##### Product documentation - *iolo technologies*

- In 10 days, completed development and release of 80-page WinHelp product documentation for *Search and Recover 2*, a consumer data recovery tool.

##### Product documentation - *OpenTable.com*

- Designed, wrote, and published online help for initial launch of Internet-based POS reservation management system.

##### Web site documentation - *adam.com*

- Designed and wrote 50+ pages of documentation and marketing collateral for launch of medical information Web site.

##### Product documentation - *Electronic Arts*

- Wrote user manuals, FAQs, help systems, end-user tool documentation, and related copy for over 50 product SKUs across multiple platforms for EA and 6 of its worldwide subsidiaries and development partners.

#### Marketing Writing

##### Web copywriting – *Mozilla Corporation*

- Wrote site copy for new Mozilla.com and release of *Firefox* and *Thunderbird* products.

##### Brochure - *Adobe Systems*

- Designed and developed six-page gatefold brochure for Adobe partner's product release based on *Adobe InDesign 2.0*, a graphical layout application.

##### Executive summaries – *eBoomerang*

- Wrote executive summaries for startup developer of supply-chain management software for investor and partner lead generation.

##### Brochures and case studies - *Hyperion Solutions*

- Conducted third-party interviews and wrote case studies and brochures for multiple Essbase OLAP products.

##### Product launch materials - *Balthaser Online*

- Wrote product brochure and web copy for initial release of web-based site design system.

#### Design and Coding

##### Excel and Word macros – *Leap Frog*

- Designed and wrote VBA macros to automate content dev for interactive educational toys.

##### [stevenolson.com](http://www.stevenolson.com)

- Designed, coded, and maintained 200-page professional web site.

**Steven P. Olson**

www.stevenolson.com

---

**OTHER STUFF**

**Children's educational books** - *Rosen Publications*

- Wrote 9 books on broad range of subjects including Scopes Monkey Trial, Homeland Security Act, and biography of Neil Gaiman.

**Pro-Bono Writing** - *Eartrise International*

- Designed and wrote fact sheets for international non-profit that provides computer and educational facilities to impoverished neighborhoods in New Delhi.

**Olson Family Archive**

- Designed, coded, wrote copy, and published to CD a website archive of hundreds of family photos, documents, history, and genealogy.

**Education**

**B.A., English and Economics**, University of California, Berkeley  
University Honors (3.4 GPA)

**Computer Skills**

Microsoft Word • Microsoft Excel • Adobe Acrobat (PDF) • WinHelp • RoboHELP •  
Macromedia Dreamweaver • HTML • javascript • Visual Basic & VBA •  
Microsoft PowerPoint • Microsoft Access • Perforce • Subversion • Windows command line  
scripting • SnagIt

**Interests**

Writing, reading, exercise, comics, travel, barbecue, family, digital archiving, and family.

**Writing Samples & References Available**