

M. Celeste Tillson

Content creator and information communicator

3127 Allen Way
Santa Clara, CA 95051
(408) 244-8053
ctillson@amwriting.com

EXPERIENCE

A&M Writing and Publishing, Santa Clara, CA — Owner

JAN 1990 - PRESENT

Provide marketing and technical writing along with editing, page design, and publishing services on a contract basis. Types of collateral include demandgen marketing, ebooks, white papers, brochures, infographics, and training materials. Content ranges from enterprise software (HCM, ERP, CX) to healthcare to database architecture.

ActionBits for Kids, Silicon Valley, CA — Co-founder

AUG 2002 - PRESENT

Design and develop interactive, learning curriculum (online and print) for elementary age children. Taught classes on topics ranging from beginning programming to web design to writing, research, and internet safety.

Author, Santa Clara, CA

JAN 2004 – PRESENT

Write, edit, and design books for elementary-age children. Published six books along with coordinated puzzle (activity) books and teacher guides.

Software Publishing Corporation, Mountain View, CA — Documentation Manager

APR 1985 – NOV 1989

Managed projects and the work of writers, editors, and contractors to produce online and print end-user documentation.

EDUCATION

San Jose State, San Jose, CA — M.A. Political Science

SEP 1979 - MAY 1981

Saint Andrews College, Laurinburg, NC — B.A. Liberal Arts

SEP 1975 – MAY 1978

SPECIALTIES

Changing complicated ideas into concepts that make sense

Organizing too much information into an understandable message

Producing collateral that effectively communicates

Changing “data overload” into a satisfying user experience

Using words, alternative formats, organization, and graphics to communicate information to a variety of audiences

CLIENTS

Oracle Corporation, Anaplan, Castlight Health, CPR

Adobe, Microsoft, Sun Microsystems

SKILLS

InDesign, WORD, PowerPoint, WordPress, HTML