

M. Celeste Tillson

Content creator and information communicator

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EXPERIENCE

A&M Writing and Publishing, Santa Clara, CA — *Writer/Editor*

JAN 1990 - PRESENT

Provide a complete range of technical writing and editing services for a variety of corporate clients, including Oracle, Apple, Microsoft, Intuit, and Adobe.

Work with subject matter experts to produce content targeted to all levels of enterprise users (from c-level executives to LOB managers) for vertical markets that range from finance to healthcare to higher education. Original content includes marketing and sales collateral (brochures, product briefs, white papers, customer success stories, eBooks, webpage content, blog posts, infographics, articles, and demand gen emails and landing pages) and technical documentation (end-user guides, hardware and software reference manuals, API guides, and wiki-pages), as well as learning and training documentation (quick start guides, tutorials, best-practices documentation, and online help).

Children's Author, Santa Clara, CA

JAN 2004 – PRESENT

Write, edit, and design books for elementary-age children. Design and develop interactive learning curriculum (online and print) for elementary-age children. Published six books, along with coordinated puzzle (activity) books and teacher guides.

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

AUG 2002 - PRESENT

Design and develop interactive learning curriculum (online and print) for elementary-age children emphasizing technology and writing. (www.actionbits.org)

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*

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

SPECIALTIES

- Turning complicated concepts into content that makes sense.
- Organizing too much information into an understandable message.
- Producing collateral that communicates effectively.
- Changing “data overload” into successful user experiences.
- Using words, graphics, alternative formats, and organization to communicate information to a variety of audiences.

CLIENTS

**Apple, Oracle Corporation,
Anaplan, Castlight Health, CPR,
Course Hero**

**Intuit, Adobe Systems, Microsoft
Corporation, Sun Microsystems**

SKILLS

InDesign, WORD, PowerPoint,
Microsoft Office, WordPress,
HTML, Google Docs

WRITING SAMPLES

[http://amwriting.com/ctsamples/
CelesteTillsonSamples1.HTM](http://amwriting.com/ctsamples/CelesteTillsonSamples1.HTM)

*Additional samples available upon
request*