

M. Celeste Tillson

Producing compelling, professional content.

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EXPERIENCE

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

JAN 1990 - PRESENT

Provide writing and copy editing services for corporate clients. Collaborate with subject matter experts and project teams to produce compelling B2B content that's accessible to target audiences—from C-level executives to end users to internal audiences.

Types of original content include:

- User documentation (user guides, hardware and software reference manuals)
- API and developer documentation (API guides and references)
- Learning and training documentation (quick start guides, tutorials, best-practices documentation, and online help)
- Marketing and sales collateral (brochures, product briefs, white papers, customer success stories, ebooks, infographics, and magazine articles)
- Social media and online content using SEO best practices (webpages, blog posts, landing pages, demand-gen and event emails, as well as tweets, blasts, and updates for various social media platforms)

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

AUG 2002 - PRESENT

Design and develop interactive learning curriculum (online and print) for elementary and middle-grade students emphasizing technology and writing. Teach after-school and weekend extra-curricular classes, providing classroom discussions and individual feedback. (www.actionbits.org).

Software Publishing Corporation, Mountain View, CA — *Documentation Manager*

APR 1985 - NOV 1989

Responsible for delivering multiple writing products for the database business unit. Managed writers, instructional designers, project leads, editors, and contractors to produce online and print documentation for end-users, developers, and database administrators.

EDUCATION

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

Saint Andrews College, Laurinburg, NC — *B.A. Political Science*

SPECIALTIES

- Turning complicated concepts into content that makes sense.
- Organizing too much information into an understandable message.
- Producing collateral that communicates effectively to a variety of audiences.
- Changing “data overload” into successful user experiences.
- Editing to ensure clear, complete content that adheres to specific standards and style.

CLIENTS

Apple Computer, Oracle Corporation, Anaplan, Castlight Health, CPR, Course Hero, Intuit, Adobe Systems, Microsoft Corporation, Sun Microsystems

SKILLS

Include MS Word, PowerPoint, and Excel; Adobe InDesign; Mac Pages, Numbers, and Preview; proprietary content management systems, HTML and XML editors, and Google Docs

WRITING SAMPLES

<http://amwriting.com/ctsamples/CelesteTillsonSamples1.HTM>

Additional samples available upon request