

# M. Celeste Tillson

(aka Celeste Tillson Putnam)

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## EXPERIENCE

### **A&M Writing and Publishing, Santa Clara, CA**

JAN 1990 - PRESENT

Provide contract writing and 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 developers and 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)

Provide social media and online content using SEO best practices (includes web page content, pillar pages, blog posts, landing pages, demand-gen, event emails, and tweets).

### **Contract Technical Writer for Apple Inc.**

JUL 2017 – MAY 2019

Worked with engineers, product managers, and corporate documentation to rewrite and update developer documentation. Produced online information for Apple's Developer community.

### **Writer for Oracle Customer Collateral**

JUL 2007 – DEC 2016

As a consultant, worked with different groups within Oracle to create customer-facing collateral for their enterprise and cloud solutions. As is the case with many clients, Oracle has a specific style that promotes their brand recognition, so my content had to be effective within those parameters. I extracted the essential message from interviews with SMEs and from existing content to create readable, informative, and compelling assets that successfully communicate the benefits of Oracle solutions.

### **Content Provider for Oracle Campaigns**

JUL 2016 – NOV 2016

Contracted with Oracle Campaigns to create and edit copy for online handbooks, sales literature, and campaign collateral about Oracle's ERP cloud solutions—specifically tailored to the financial, healthcare, and higher education industries..

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

AUG 2002 - NOV 2016

Designed and developed interactive learning curriculum (online and print) for elementary and middle-grade students emphasizing technology and writing. Taught after-school and weekend extra-curricular classes, providing classroom discussions and individual feedback.

## 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 Inc., Oracle Corporation, Anaplan, Castlight Health, CPR, Course Hero, Intuit, Adobe Systems, Microsoft Corporation, Sun Microsystems**

## SKILLS & COMPETENCIES

Include: MS Word, PowerPoint, and Excel; Adobe InDesign; Apple Pages, Numbers, and Preview; JSON and HTML notation, GitHub and other proprietary source control systems, Word Press and other content management systems, HTML and XML editors, Unix command line basics, and Google Docs

## WRITING SAMPLES

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

*Additional samples available upon request.*

**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 endusers, developers, and database administrators.

**EDUCATION**

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

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