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# SHARON N. DAUGHERTY

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## BUSINESS & TECHNICAL COMMUNICATIONS SPECIALIST

Creative, meticulous, and experienced business communications specialist and technical writer, with over 15 years of experience writing and editing internal communications, case studies, research papers, standard operating procedures, proposals, policy documents, user guides and articles. Inquisitive interviewer; capable of engaging and interviewing subject matter experts in order to extract strong, detailed information. Audience savvy; capable of writing in a voice that resonates with target readers, with published pieces in a variety of print and online media.

### PROCESS SKILLS

Proposal Management | Policy & Process documentation | Knowledge management | Instructional writing

### TECHNICAL SKILLS

MS Word, MS Excel, MS PowerPoint, MS SharePoint, MS Visio, Wordpress, QVidian, Adobe InDesign, Adobe Professional, WebEx, Serif PagePlus, Serif DrawPlus, Snagit, MW Snap, Snagit, Lotus Notes, Salesforce

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## PROFESSIONAL EXPERIENCE

### Business Communications

Worked directly with business clients in education, healthcare, insurance, and non-profit sectors, to develop marketing communications, training materials, policies and procedures, and internal communications.

- Writing original copy for print and digital media, internal communications, marketing campaigns, video scripts and website content
- Authored white papers, case studies, employee guides, community outreach publications
- Wrote over 200 published articles on business and professional development

### Proposal Writing

Write and edit compelling and competitive responses to RFPs and RFIs for a variety of vertical markets including medical, legal, financial, and government

- Responsible for creating well written proposal content for global information management services
- Write/edit persuasive and sophisticated executive summaries that outline key differentiators
- Review drafts from team contributors for clarity, conciseness, logic, flow, tone, completeness, & accuracy
- Work with a variety of subject matter experts and tools to research and integrate relevant information

### Technical Writing

Create policy, technical, and training documentation supporting business, operations and IT projects for a global company providing solutions to a variety of markets

- Work closely with key stakeholders to understand business needs and end user skill levels
  - Interview Subject Matter Experts for technical documentation & module development
  - Conduct audience analysis and content planning process using ADDIE methodology
  - Write and edit demo and training scripts for customer technical trainers and customer service reps
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## EMPLOYMENT HISTORY

CocaCola Corporation, Atlanta, GA	Communications Specialist (Contract)	2015
Dell SecureWorks, Atlanta, GA	Technical Writing Senior Advisor (Contract)	2015
Recall Corporation	Senior Proposal & Technical Writer	2007-2015
Wordseed Communications	Owner   Senior Writer	2001 - 2007
Environmental Community Action	Communications Director	2000 - 2001

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## EDUCATION

Bachelor of Arts, Communications, Arizona State University	2016
Kennesaw State University, Certification Technical Communications	2013