

Patrick Collins

5010-A Pernod Avenue Saint Louis, Missouri 63139

Email: Pword313@msn.com

Telephone/Text: 503-231-8866

LinkedIn: www.linkedin.com/in/patrick-collins-a8a5984

Portfolio: <https://pword313.journoportfolio.com>

Professional Profile

- More than 15 years of experience researching and writing perception-shifting brand stories for Microsoft, Microsoft Research, HP, University of Washington, and others
- Highly skilled at adapting content to popular social platforms such as Facebook, Twitter, Instagram, LinkedIn, Pinterest, and others
- Proven expertise at fostering and managing productive, collaborative relationships with clients and colleagues
- Trusted and respected provider of mentoring, coaching, and workshops for teams and individuals committed to overall writing improvement

Highlights

- Contributing feature writer for St. Louis' alt weekly, the Riverfront Times, and Out in STL, a quarterly lifestyle publication
- Lead PR writer for Microsoft's acquisition of Great Plains Software in 2001, a \$1.1 billion transaction that launched the company's foray into business applications
- Lead PR writer for Microsoft's entry into the highly competitive Customer Relationship Management (CRM) market
- Lead PR writer for Microsoft's Worldwide Partner Program
- Leader of expansion of Waggener Edstrom Worldwide's content creation and management services into London and Hong Kong markets
- Feature writer for the University of Washington's Professional and Continuing Education program's website
- Founding content creator for the Microsoft Research Blog
- Blog writer for HP's small and mid-sized business (SMB) executive, Melissa O'Malley

Relevant Experience

- ***Communications Consultant, 2016 – Present and 2007 – 2014***
 - Created feature profiles of Microsoft Dynamics reselling partners
 - Conceived and created feature stories for the University of Washington continuing education website
 - Researched and wrote blog posts on behalf of HP's public-facing executive for the small- and mid-size business segment
 - Launched and served as lead writer for the Microsoft Research blog
 - Wrote technical executive communications content for Afilias (Internet security)
 - Conducted writing training workshops for clients, including Waggener Edstrom Worldwide, Oregon Health Department, and F5 Networks

- ***Editorial Director, Brand Definition Public Relations, 2014 – 2016***
 - Established and maintained brand consistency across accounts
 - Partnered with CEO to increase effectiveness of employee communications
 - Managed customer qualification and case study creation process for major video technology vendor with aggressive growth goals
 - Conceived and created positioning collateral for C-level executive clients
 - Developed and facilitated individual and group writing training for account team
- ***Senior Writing Manager, Project Manager, Senior Writer, Waggener Edstrom Worldwide, 2000 – 2007***
 - Created a wide range of collateral for global technology brands, including Microsoft, Samsung, and SAP
 - Managed content creation for the annual Microsoft Worldwide Partner Conference and Convergence, the conference for Microsoft Dynamics customers
 - Led content creation for Microsoft's entrance into business applications market
 - Led expansion of writing team into London and Hong Kong markets
 - Hired, managed, and mentored writers based in U.S., Europe, and Asia
- ***Staff Writer, Education Northwest, 1999 – 2000***
 - Researched and wrote feature articles for Northwest Education, a quarterly journal
 - Launched and managed newsletter showcasing Eisenhower Foundation projects across the U.S.
- ***Events Manager, Portland State University, 1995 – 1998***
 - Worked closely with university and external groups to produce events that aligned with the university's mission and values
 - Oversaw space, equipment, catering, and publicity for workshops and lectures
- ***Associate Editor, University of Wisconsin – Madison, 1992 – 1993***
 - Created content for university departments and programs for brochures, calendars, reports, catalogues, posters, and many other types of pre-Internet collateral
 - Coordinated design, photography, and printing for each project

Volunteer Experience

- Start Making a Reader Today (SMART), Reading Tutor, 2011 – 2014
- Montavilla Neighborhood Association, Board Member, 2009 – 2012
- Montavilla Food Co-op, Founding Board Member, 2008 – 2011
- Cascade AIDS Project, Testing Counselor, 1995 - 1998

Education

- M.A. (A.B.D.), professional writing with an emphasis in creative nonfiction, Portland State University, coursework completed between 1999 and 2002
- B.A., English with journalism minor, Webster University, 1988