

## Ryan Reed

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### TECHNICAL & BUSINESS COMMUNICATIONS

Communications professional with extensive background researching, writing, editing, and designing technical and business publications, client and internal communications, user assistance, software documentation, training materials, incident messaging, and marketing collateral, as well as trade magazine editorial. Persistent builder of strong relationships with developers, UX designers, management, and clients.

### AREAS OF EXPERTISE

**Writing/editing:** Fluent in a range of styles and formats: client and internal communications, incident communications, product launch/updates, help, documentation, training scripts, and marketing.

**Research:** Adept translator from interviews and design documents into common language publications.

**Organization/project management:** Capable coordinator of multiple projects and overlapping schedules in deadline-oriented environments.

**Process Improvement:** A track record of identifying inefficiencies and adapting technologies to boost productivity.

**Industry Knowledge:** Immersive turns in banking, debit and credit payments, work order management, intellectual property law, construction, and housing development.

### PROFESSIONAL EXPERIENCE

**Fiserv – Card Services, Portland OR**

**January 2011 – July 2022**

**Senior Writer, Client Communications**

As its most experienced writer, I anchored the communications department of a dynamic Fortune 200 company's payments processing division. Our efforts to maintain active communication with 3000 demanding banking clients facilitated a high level of client satisfaction and product penetration, enabling the business to continue a 10-year run of revenue growth.

- Authored hundreds of distinct client and internal communications, including product launches, release notes, technical advisories, incident messaging, and legal/compliance initiatives, based on input from design documents, engineers, product owners, corporate risk and legal teams, and executives.
- Spearheaded major communication initiatives on smart card (EMV) support, risk management products, security remediations, compliance efforts, data center migrations, API launches, and payment network rebranding. Worked in both waterfall and Agile development environments.
- Trained and mentored new team members in writing style, techniques, and procedures; created tutorials in payment industry technologies.
- Initiated, designed, coded, and implemented a revised publication and distribution workflow using Visual Basic to guide template choice, standardize metadata, and automate delivery channels. The workflow cut the publication processing time by at least 25%, and improved client experience by providing document summaries.

**Innovation Asset Group**, Wilsonville OR

**May 2008 – February 2010**

**Senior Technical Writer**

Sole technical writer for SaaS startup. Designed and created online help system (RoboHelp) for Decipher, an intellectual property application, as well as user manuals and quick reference guides.

- Managed marketing operations, including email newsletter and white paper campaigns, to maintain company status among corporate legal officers.
- Collaborated with engineers in user interface design, QA testing, and product development.

**Corrigo**, Wilsonville OR

**January 2006 – February 2008**

**Technical Writer/Training Developer**

Primary technical writer for CorrigoNet, a SaaS work order management system. Based on design specifications, developer interviews, and JIRA/bug tracker reports, created user and configuration guides, quick references, and SOPs, updated online help systems, and assembled release notes.

- Wrote content for landing pages, newsletters, and other marketing collateral; managed training and customer support libraries.
- Wrote, recorded, and edited 21-part online Flash video training series.

**BuilderNews Magazine**, Vancouver WA

**July 2003 –September 2004**

**Managing Editor**

Managed editorial content of BuilderNews, a monthly trade magazine for Western region homebuilders with a circulation of 35,000.

- Developed editorial calendar, recruited columnists, copyedited content, sourced photography, oversaw production processes and managed editorial staff.
- Researched and wrote dozens of feature-length articles, also news and statistics, headlines, captions, and cover words.

**ADDITIONAL PROFESSIONAL EXPERIENCE**

Managing Editor, Construction Magazine Division, Krause Publications, Iola WI

Director, Boondocks Editorial Service, Stevens Point WI

Editor, America: History and Life and Historical Abstracts, ABC-Clío, Santa Barbara CA

**SOFTWARE TOOLS**

**Basics:** MS Office (Word, Excel, Outlook, Visio; VBA); Google suite

**Multimedia:** InDesign, Photoshop, Snagit, Illustrator; Acrobat Pro; Adobe Captivate, TechSmith Camtasia

**Web authoring/CMS:** HTML/CSS, WordPress, SharePoint

**Marketing/CRM:** Silverpop/Acoustic, Marketo, Salesforce

**Help/Doc authoring:** Flare, RoboHelp, Help and Manual, FrameMaker; DITA training; Markdown, Wiki

**Project Management:** JIRA, VersionOne/digital.ai (Agile)

**EDUCATION**

**Bachelor of Arts in History, Economics minor**, University of California at Berkeley