

# MARGARET (Megs) KEATING

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## HOW CAN I HELP?

Blogs \* SEO \* Web pages \* Ghostwriting \* White papers \* Newsletters/stories/interviews \*

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*My experience in every medium of publication has helped me perfect my craft  
so I can help you with yours.*

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## EMPLOYMENT STATEMENT

Twenty years of education and training, teaching and practice has taught me a lot about writing—like how important it is to understand who your audience is or why you are writing in the first place. Different mediums are critical to understand, too, Marshall McLuhan’s insight notwithstanding. Tweeting just doesn’t send the same message as a print-based white paper or website landing page. Whatever you are trying to communicate, I can target your audience and write to the purpose you want to achieve.

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### **15+ years’ experience researching/writing/editing**

Business/Finance Science IT Real Estate Auto Fashion/Beauty Health/Fitness Food/Nutrition

### **Strong understanding of mediums of publication**

Twitter Facebook Websites E-publications Print medium

### **Extensive background in technical requirements**

SEO/HTML Long-tail generation Keyword generation Google Analytics Qual/Quant Analysis

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## MY BACKGROUND

**... as an INDEPENDENT TECHNICAL WRITER** 2008-current

*A sample client list; more published links appear at the end of this resume.*

- 2016-current: InfoSec Institute. Long articles on IT subjects; e.g. penetration testing. Ongoing.
- May-December 2017: Ghost writer for proprietary client; 3 to 5, 500-word articles weekly.
- 2017-June: SparX Trading (2017). Research/writing in financial/investment field.
- 2008-2010: SCIANS, NS. Re-developed website, user analyses, surveys.
- 2008-2009: ATMOS Research. Scientific documents on climate change.

Writing through *Professional Writers & Editors Association* 2010-2016

- 2014-2016: Grandmother’s Kitchen. SEO content. 75 450-word blogs/week. Oversee/edit and correct work of up to 12 writers; interpret Google analytics and develop SEO word strings.
- 2013-2015: 9<sup>th</sup> & Company. SEO content, as requested. Create compelling story lines.
- 2010-2013: Australia Government Grants. SEO content. 75 350-word blogs/week.

**... as a UNIVERSITY LECTURER (writing & communication)** 2002-2014

- Contracts at various universities in Canada/USA; teaching nominations for excellence; oversaw up to 24 teaching assistants.
- Taught ~3500 students science/technical/business/professional/web research and writing.

- ... as a **COMMUNICATIONS OFFICER** 2000-2002  
Chignecto Central School Board, NS
- Strategic communications; crisis management, media and public relations. Editor, monthly tabloid.
- ... as an **EDITOR** 1996-2000  
Manitoba Teachers' Society, MB
- Directed 8-page monthly flagship publication; oversaw website development; 4 staff.
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## EDUCATION

*Two dozen awards, scholarships, fellowships, assistantships and other honors earned.*

**PhD TECHNICAL COMMUNICATION & RHETORIC** 2006-2009

Texas Tech, TX, USA

5-year doctoral fellowship. Courses in scientific & technical writing, editing, user design/analysis; HTML/PHP/ASP overviews, web development/production software, web design. All course work/exams completed. Left program due to illness, then other pursuits.

**MIR (MBA) Industrial Relations** 2002

Queen's, Kingston, ON.

*Degree awarded.* Entrance scholarship recipient. Courses in health & safety; change management; HR; OB; mediation/negotiation; Industrial Relations law; legislation.

**MA ENGLISH** 1997

University of Manitoba, MB.

*Degree awarded.* Multiple scholarships/fellowships/awards for excellence in research & writing.

**BA ENGLISH** 1991

University of Guelph, ON.

*Degree awarded.* Multiple scholarships/fellowships/awards for excellence in research & writing.

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## WRITING SAMPLES

Keating, Margaret. **Computer Forensics Roles and Responsibilities.** For InfoSec Institute. 2018.

<http://resources.infosecinstitute.com/category/computerforensics/introduction/areas-of-study/legal-and-ethical-principles/computer-forensics-roles-and-responsibilities/#gref>

Keating, Margaret. **Oh SNAP! An IPO like no other?** For sparXtrading.com. 2017.

<http://www.sparxtrading.com/blog/oh-snap-ipo-like-no/>

Keating, Margaret. **Today's wild west: preparing IT professionals for cyber security in the 21st century.** For Infosecinstitute.com. 2016. <http://resources.infosecinstitute.com/todays-wild-west-preparing-it-professionals-for-cyber-security-in-the-21st-century/#gref>

Keating, Margaret. **Ford is the Velvet Glove to the Long Arm of the Law.** For 9th & Company.

2015. <http://autochunk.com/10721/2016/04/01/ford-is-the-velvet-glove-to-the-long-arm-of-the-law/>

Keating, Margaret. **S'mores Donuts: Could it possibly get any better?** For Grandmother's Kitchen.

(2000+ articles written). 2014. <http://www.bunsinmyoven.com/2013/09/13/smores-donuts/>

*Technical editor:* **Global Climate Change Impacts in the US: US Climate Change Science Program Unified Synthesis Product.** 2009.

<http://www.globalchange.gov/publications/reports/scientific-assessments/us-impacts>

*Invited author:* Keating, M. C. **Framing Reports to Support User-centered Design.** IEEE Professional Communication Society Newsletter. 2008.

[http://ewh.ieee.org/soc/pcs/newsletter/archive/june2008/pcsnews\\_june2008.php](http://ewh.ieee.org/soc/pcs/newsletter/archive/june2008/pcsnews_june2008.php)