

# Debra Borchert

Writing content for advertising, interactive, marketing, multimedia, print, user manuals, video and the Web in the following industries: Beauty, Business to Business, Consumer, Education, Fashion, Finance, Food, Genetics, Health Care, Mobile/Wireless Communications, Publishing, Real Estate, Security, Technology, Telecommunications, Transportation, Travel.

## Employment History

### Recent Contracts 1995–present

Lead Writer: Web content, ad copy, and email communications for **AT&T Wireless/Cingular.com, ShareBuilder.com, and United Rentals.com**. Web copy for **Sheraton/Starwood Hotels**. Marketing materials, case studies, and white papers for **GiftCertificates.com**. User manual for software application for **Wolters Kluwer**. Interactive, advertising, and marketing collateral for **Cascadia Real Estate Group, Coinstar, GiftCertificates.com, Gillis Previti Architects, Hotspot FXI.com, IDX, MILA, PayScale, SUHRCO, and Windermere Real Estate**. Packaging copy for **Tribeca Oven**. Help files for **TIAA-CREF** Web site. PowerPoint presentation and executive coaching for **Microsoft (Partner Programs)**. Advertorial content for **New York Magazine**. Interactive nursing education programs for **HealthSoft**. Columnist for **Virginia Mason Hospital**. Web content for the **FPG Child Development Institute** at the University of North Carolina at Chapel Hill. Genetics brochure for **Fragile X Assoc. of WA State**. Plastic surgery glossary for **iVillage.com**. Flash demo scripts for **McGraw Hill, Palm Treo, Philip Morris, and WatchGuard**. Internal communications, Web content, and information design for **Starbucks**. Consumer brochure on privacy and security for **American Express**. Technical documents for **AT&T**. Business plan for **Ecos Technologies**. Technical documents for **GC Tech**. Web site content, customer surveys, brochures, direct mail, and questionnaires for **CommerceInc** and **Myfreesamples.com**. Reports and presentations for **TelcoOnline**. Information design for **Travel & Leisure.com**.

Editor: Edited Training Manuals for **Philips Electronics** and **Wolters Kluwer**. Edited **Microsoft Partner Program** Web pages, email messages, and “800 Business Rules” document. Technical publications, training manuals, product specifications, fact sheets, medical glossaries, case studies, PowerPoint presentations, product brochures, newsletters, reports, Web content, and business plans. (**IBM, iVillage, RealNetworks, TelcoOnline**)

Project Management: Managed numerous projects, led teams, managed budgets, resources, and timelines. Reported directly to senior executives.

Subject Matter Expert Interviewer: Interviewed experts in: architecture, automobiles, banking, the Consumer Information Center, ecology, e-commerce, the Federal Trade Commission, food, finance, genetics, medicine, nutrition, privacy, psychology, security, technology, telecommunications, and Web technologies.

Ad Agencies: Avenue A | Razor Fish, Art O Mat, J. Walter Thompson, MarketFitz, Messner Vetere Berger McNamee Schmetterer/EURO RSCG, The Chameleon Group, Waters Designs, Whelan+, Woodard and Co.

### 1990–1995

**Prodigy Services Company—Manager, Market Programs & Communications**  
Lead Writer: Developed and wrote technology documentation for various

audiences: analysts, technicians, consumers, and Members of Congress.

Project Manager: Hired and managed writers, editors, and consultants.

Managed projects and budgets. Acted as strategic lead, and as team player in consulting with key executives and attorneys.

Lead Writer for Electronic Media: Created, wrote, produced, and edited video news releases, b-roll, demonstration, and marketing tapes including one for the Crohn's & Colitis Foundation.

## Skills

### Product Research

Interviewed Subject Matter Experts: Interviews to ensure clarity and accuracy of information for technical reports and publications.

Surveys and Questionnaires: Create, write, and implement surveys to create user documentation and customer service scripts and replies.

Competitive: Research competitors and write recommendations on product differentiation.

### Marketing & External Communications

Product brochures and fact sheets, Web content, "How to" articles, case studies, press releases, business plans, PowerPoint presentations, editorial articles, executive communications, direct marketing collateral, surveys, questionnaires, newsletters, and advertising copy.

### Journalism

Online and print articles in publications such as *The New York Times*.

### Technical Skills

Software: Proficient in Microsoft Word, PowerPoint, Outlook, FrontPage & Excel. Working knowledge of Adobe Acrobat, FTP, HTML, FrameMaker, Web search engines, Windows XP, 98, 2000. Knowledgeable of Mac environment.

Style Guides: Proficient in the use of the following:

- *The Associated Press Stylebook and Libel Manual*
- *The Chicago Manual of Style*
- *Microsoft Manual of Style for Technical Publications*
- *The New York Times Manual of Style and Usage*
- *Publication Manual of the American Psychological Association*

## Education

Bachelor's Degree, Marketing; Fashion Institute of Technology, 1991

## Articles

*New York Times Magazine*, "Lives" column: "Too Close for Comfort"

*The New York Times*, "The Day My Modem Called 911"

*Stitches*, *The Journal of Medical Humour*, "Dilating Manners"

*Puyallup Herald*, "Have a Healthy Holiday"

*Northwest Baby & Child*, "Something's Not Quite Right"

*Athena* (Hachette Filipacchi), "Is There a Doctor on the Web?"

*AWNY MATTERS*, Newsletter for Advertising Women of New York

## Anthologies

*Unsavvy Traveler: Women's Close Calls with Catastrophe* (Seal Press, 2005), "Reluctant Adventurer"

*X Stories* (Flying Trout Press, 2006), "Sister Envy"

## Awards

First Place for Nonfiction, Pacific Northwest Writers Association

Panhandle Professional Writers

Paul Gillette Memorial

Seattle Writers Association

Writer's Digest 72<sup>nd</sup> Annual Writing Competition Finalist

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