

Christine Buck

Alameda, CA 94501
510 521-9892

cb@christinebuckcommunications.com
www.christinebuckcommunications.com

Professional Writer

- Marketing communications and copywriting including Web copy, direct mail, newsletters, brochures, and feature stories for corporate, nonprofit, and small business clients across multiple industries.
- Business writing projects including Intranet content, newsletters, training guides, policy manuals, internal communications and reports in corporate and nonprofit settings.
- Technical writing including procedure manuals, end-user software documentation, online help, FAQs, tutorials and quick reference guides using a variety of authoring tools.

Project Highlights (full client list available upon request)

Wells Fargo Bank, San Francisco, CA 3/07-present

Wrote intranet content for HR University, a website for Wells Fargo Human Resources employees; provided writing support for Team Member Marketing group.

Jady Island Marketing, Lake Oswego, OR 2/05-present

Wrote marketing copy for multiple direct mail campaigns, Web content, and brochures in collaboration with marketing firm. Clients include Corinthian Colleges, Washington Mutual, and Providian.

Gunderson Design, Alameda, CA 1/05-present

Wrote copy for multiple direct mail campaigns, websites and brochures in collaboration with graphic design firm for Wells Fargo Bank and other clients.

West Alameda Business Association, Alameda, CA 12/03-present

Wrote Web content for multiple page business association site, and copy for marketing collateral including e-newsletter, advertorials, print ads, and brochures.

Institute for Women in Trades, Technology & Science, Alameda, CA 5/03-present

Wrote and updated marketing content for nonprofit Web site; wrote content for 100+ page Web-based CD for National Science Foundation grant. Co-wrote subsequent successful grant proposal.

Lumetra, San Francisco, CA 1/06-4/06

Wrote and updated Web content for nonprofit offering quality improvement services to Medicare-certified healthcare providers.

Hunter Paine Enterprises, Lafayette, CA 4/04-12/04; 11/01-1/02

Wrote and edited multiple technical government funding proposals for environmental startup operation.

Matson Navigation Company, Oakland CA 6/04-9/04

Edited and formatted documents for software development lifecycle project.

Cameron Bruce Associates, Orinda, CA 12/01-5/03

Wrote emergency, safety, and security policy manuals for hospitals preparing for Joint Commission on Accreditation of Healthcare Organization surveys.

Marin Literacy Project, San Rafael, CA 11/01-12/01

Wrote final Outcomes Study for literacy program grant addressing needs of immigrant clients.

Vivant, Oakland, CA 4/99-5/01

Wrote and maintained online help system for Web portal. Edited proposals to solicit new business. Wrote series on Human Resource issues for website.

Healinx, Alameda, CA 7/99-11/99

Determined documentation strategy and created online help documentation and workflow diagrams for Internet site providing secure Web communication between patients and physicians.

Pacific Bell Directory, San Francisco, CA 4/98-11/98

Prepared process diagrams, training job aids, user guides, and detailed workflow documentation for all Human Resource functions throughout company.

Pacific Bell Information Services, San Ramon, CA 4/97-12/97

Authored internal manual, newsletter, and Intranet site; wrote internal technical and end-user documentation.

Kaiser Permanente, Walnut Creek, CA 12/96-2/97

Gathered and wrote business requirements and analyzed software packages for home health function.

Levi Strauss & Co., San Francisco, CA 9/96

Documented presentations regarding data flow of diverse computer systems and databases utilized by health and safety professionals.

AT&T, Occupational Health Program Manager, San Francisco, CA 7/83-2/96

- Regional and national administration of occupational health services, internal technology projects, and nursing staff for corporate employee health program.
- Wrote procedures and work flows for Human Resources, health, and clinical functions, including in-house databases, drug testing, and cholesterol screening.
- Served as loaned manager to Shanti Project, and developed training programs for AIDS caregivers. Edited grant proposals to solicit new funding sources.
- Wrote internal communications, marketing materials, and training materials regarding health-related events and issues.

Software Skills & Experience

Microsoft Office XP, 2000, and 97 including Word, Outlook, Excel, PowerPoint, Project & Access
FrameMaker, RoboHelp, Visio, PaintShopPro, ABC Flow Charter, PageMaker, Publisher & Adobe Acrobat
Dreamweaver, HomeSite, HTML Indexer, CSE Validator, HTML Transit, FrontPage, Netscape
Communicator & Internet Explorer
Windows XP/NT/2000/98/95, DOS, UNIX; Perforce, Trackwise

Formal Education

University of California, San Francisco, MS, Nursing
University of Minnesota, Minneapolis, BS, RN, PHN

Additional Coursework

Copyediting, Media Alliance, 2004
Introduction to Journalism, 2002
FrameMaker, version 6.0, 2001
Product Usability for Documentation Professionals, User Interface Engineering, 2000
Web Writing: Breaking into Online Markets, Media Alliance, 1999
RoboHelp, David Knopf Associates, 1997
Introduction to FrameMaker version 5.0, 1997
Introduction to Technical Writing, UC Berkeley Extension, 1996
Microsoft Access, AT&T Professional Development Center, 1995
The Computerized Patient Record, Harvard Medical School workshop, 1995

Professional Affiliations

International Association of Business Communicators, San Francisco, CA
Society for Technical Communication, Berkeley, CA
West Alameda Business Association, Alameda CA
Media Alliance, San Francisco, CA
Bay Area Editors' Forum, San Francisco, CA
Editors Guild, Berkeley, CA