

John Allred

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Experienced Technical Writer seeking position as technical writer that requires strong research, analytical, editing and writing skills.

Summary of Qualifications

Passion for effective, user-focused communications based on thorough interviews and careful research. Skilled at gaining rapid understanding of highly technical or complex concepts and methodically translating them into clear, persuasive text more suited for the relevant audience. Work well in diverse teams, under tight deadlines.

Experience

Technical Writer
Allred Writing Services

April 2010 – Present
Bentonville, AR

- Editor
 - Recent projects, as author's editor, include the Wardenclyffe Trilogy by author, Dana Reynolds (Schrödinger's Goat, The Devil's Portrait and the Art of Time Travel, The Tesla Trap)
- Technical writing services, specializing in corporate publications management
- Recent projects:
 - Wal-Mart Talent Development – OMS Buyer/Supplier Purchase Agreement Reference Guides
 - Wal-Mart Talent Development – RLP training documents (3 books)
 - Sam's Club Talent Development – Attendance Tracking Database (MS Access)

Project Manager
Wal-Mart Stores, Inc.

March 2008 – April 2010
Bentonville, AR

- Assisted delivery of change management documentation for both Feature Management and Asset Management projects. This included video training resources and communication plans that enabled successful implementation of a complex promotional merchandise management system in more than 3500 Walmart store locations.
- Managed several Seasonal Key Event (SKE) projects (year-ahead merchandising planning for in-store events). Conducted research & planning, using RetailLink, scheduled management across several divisions, created presentation decks & meeting minutes, and tracked progress toward rollout of event.

Communication Specialist
Wal-Mart Stores, Inc.

November 2001 – March 2008
Bentonville, AR

- Redesigned team's processes, resulting in more efficient workflow and communication stream to Manager's Workbench. This resulted in labor savings for our team of \$35,000 per year.
- Redesigned online store verification process (acknowledgement of receipt of corporate directives by store management personnel), which resulted in annual increase in store profit of \$28,000,000.
- Assisted development of functionality and interface for WIRE (Wal-Mart nationwide corporate intranet). The WIRE resulted in a \$97,000,000 annual increase in store profit.
- Managed WIRE content.

Technical Writer
Mississippi Department of Information Technology Services (ITS)

April 1994 – November 2001
Jackson, MS

- Developed state agency's first public web site, integrating publications, calendars and catalogs
- Wrote, designed and published all agency publications, including statewide telephone directory
- Standardized agency practices for print and web by creating an agency style guide.
- Trainer for MS Word & Excel
- Provided end-user training for statewide WIC application

Technical Writer
Atchison, Topeka & Santa Fe Railway (ATSF – now BNSF)

November 1991 – April 1994
Topeka, KS

- Wrote documentation for mainframe software applications
- Developed monthly "Redbook" reporting for senior management utilizing MS Excel automation

Technical Skills

Tools

- *Document Layout Software:* Most major DTP apps, including Ventura, PageMaker, Quark & InDesign, plus MS Office applications, including Word, Excel, SharePoint and Visio
- *Graphics:* PhotoShop, Adobe Illustrator, CorelDraw, PhotoPaint
- *Database:* MS Access
- *Web Design/Application Development:* Adobe Coldfusion, Adobe Dreamweaver, HTML, XHTML, CSS; some proficiency in JavaScript and SQL
- *Other:* Adobe Captivate, ProShow Gold
- *Photographer:* Skilled in product photography, using both enhanced natural and studio lighting

Verbal Communications

- Dale Carnegie graduate; served six times as Graduate Assistant in corporate classes
- Toastmaster (CTM, ALB), served as Club VP of Public Relations, Club President, Club VP Membership, and District Public Relations Officer
- A graduate of Decker Method: Effective Communicating, from Decker Communications
- Two years as an ATSF Certified Trainer and TQM Facilitator

Education & Training

- B.A., English & Latin, University of Mississippi

Ongoing education / certification

- Wal-Mart – Project Management 101, Project Management Overview
- Wal-Mart – Dale Carnegie Course: Effective Communications and Human Relations
- Wal-Mart – Supervisor School, Leadership Foundations I
- State of Mississippi – Information Systems Analysis, Project Management Principles (IBM)
- Atchison, Topeka & Santa Fe's Trainer Certification Program
- CareerTrack's Building a Customer-Driven Organization (now called How to Deliver Exceptional Customer Service)
- Decker Communications' course, Decker Method: Effective Communicating