

# John Allred

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

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## 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. Reliable in remote working environments.

## Experience

**Technical Writer**  
**Allred Writing Services**

**April 2010 – Present**  
**Bentonville, AR**

- Technical writing services, specializing in corporate publications management
- Recent contracts:
  - Walmart Labs – Write/edit internal tools documentation using HelpDocs
  - 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)

**Technical Writer**  
**Walmart Labs**

**August 2019 – December 2019**  
**Bentonville, AR**

- Writing and editing instructional documentation for several internal tools focused on non-technical technology user.
- Migration of systems documentation from html environment into helpdocs.io environment.

**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**

### **Software & Other Tools**

- *Online Documentation Software:* HelpDocs.io, LucidChart
- *Document Layout Software:* Most major DTP apps, including InDesign, Ventura, PageMaker, Quark & plus MS Office applications, including Word, Excel, SharePoint and Visio
- *Graphics:* PhotoShop CC, Adobe Illustrator CC, CorelDraw, PhotoPaint
- *Audio/Video:* Adobe Audition CC, Adobe Premier Pro CC
- *Database:* MySQL Workbench 6.3, MS Access
- *Web Design/Application Development:* Adobe Coldfusion, Adobe Dreamweaver, medium skills with HTML, XHTML, CSS; some proficiency in JavaScript and SQL
- *Other:* Adobe Captivate, ProShow Gold, Zoom
- *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, Area Governor, 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