

BETTY "LOU" GUCKIAN

Resume

AWARD-WINNING NATIONALLY PUBLISHED WRITER

Diverse Communication Expert

www.guckianwriter.com

OBJECTIVE: Nationally published, award-winning journalist and communication professional with marketing and small business-ownership expertise seeks a full-time position in a role equal to education, experience, and interests in a satisfying work environment that values the writing, publishing and communication profession and its necessity in organizations.

QUALIFICATIONS: Articulate writer, speaker and instructor. Award-winning published writer and business owner/operator. Communication consultant to private, public and nonprofit sectors. Content developer for communication projects for internal/external audiences. Experienced marketer, brand developer, and project coordinator. Highly skilled interviewer, and researcher, analyst, and translator of complex/controversial ideas/concepts into language suited to target audience(s) for optimal appeal/impact. Influential leader and contributor to integrated teams. Management consultant. Organizational-level documentation expert. Quick study. Strong process facilitator and problem-solver. Technical advisor.

PROFICIENCIES: Administration, advertising, advocacy, analysis, articles, Associated Press style, branding concepts, brochures, business management, communication consulting, copyright infringement/protection, editing/writing/rewriting, essays (persuasive), facilitation, fact sheets, grant donor research/writing, instruction, integrated project teams, interviews, life cycle acquisition documentation, manuals, marketing brochures, newsletters, policy/procedures, press releases, problem-solving, profiles (individuals/organizations), project management, public speaking, research, slogans/tag lines, social media, standardization, strategic communication planning, style guidelines, technical writing/editing, template development, training/training material development, transcriptions (audio/video-to-print), translational work, user manuals, website content development.

INDUSTRIES: Accounting, advertising, architecture, banking, business management consulting, commercial construction, commercial property marketing and management, education, elder care, energy, engineering, enterprise IT, environment, federal government, finance, healthcare, IT management, magazine publishing, manufacturing, marketing, newspaper publishing, nonprofit, print media, public relations, publishing, radio, real estate, relocation services, scientific research, trade journal publishing, website development.

EDUCATION:

2014	ITIL Foundation Certificate in IT Service Management
2009	Business Leaders Circle for Entrepreneurs, North San Antonio Chamber of Commerce
2008	Celluloid Dreams, Writing the Short Screenplay, Gemini Ink Literary Arts Center, San Antonio TX
2005	Master of Arts, Communication Arts-Honors, University of the Incarnate Word, GPA 4.0
1996	Creative writing workshops, Our Lady of the Lake University
1993	Bachelor of Applied Arts and Sciences-Cum Laude, Southwest Texas State University, GPA 3.6
1987	American College of Real Estate, San Antonio TX
1986	Creative Problem Solving-Targeted Innovation, Center for Creative Leadership, Greensboro NC

CAREER TRAIL:

10/2013-Present	Dept. of Defense/Defense Health Agency: Technical Editor
2/2012-10/2013	Dept. of Defense/U.S. Army Medical Command/USAMITC: Technical Editor
2007-Present	Writer/Communication Consultant dba FishHook: Technical/Creative/Nonprofit Projects
2006	KTSA Radio: Advertising Executive/Ad Scriptwriter/Ad Campaign Developer
2003-2005	Graduate Studies: Master's Thesis
1999-2004	CPS Energy: Senior Writer, Corporate Communications/Employee Communications
1997-Present	Features Writer, Guest Columnist: Hearst Newspapers and other mass media
1997-1998	Daddy's Country Style BBQ Sauce: Cofounder/Marketer/Co-owner
1993-1997	San Antonio Express-News: Ad Executive/Market Research Analyst/Presentation Coordinator
1993	Trinity University/PR Dept.: Undergraduate Intern, Research/Writer
1991-1993	Universal DataProducts Inc.: Marketing Account Manager/Technical Newsletter Editor
1991-1993	Undergraduate Studies
1988-1990	J. Robertson & Associates: General Manager/Marketing Manager/Relocation Director
1982-1988	Dept. of Defense/U.S. Air Force Electronic Security Command: Technical Information Center Manager-Supervisor/Innovation Specialist-Instructor/Technical Writer-Editor

AWARDS AND SPECIAL ACHIEVEMENTS

2014	Within Grade Increase, Salary Increase/Adjustment, Individual Cash Award, Defense Health Agency.
2013	Promotion, Defense Health Agency, San Antonio, Texas. Individual Cash Award, U.S. Army Medical Command/USAMITC.
2012	\$10,000 Recruitment Incentive, U.S. Army Medical Command/USAMITC.
2010	Nationally published, "Fast-tracking recovery," Counseling Today magazine, American Counseling Association, Alexandria VA.
2009	Nationally published, "Daddy suffered in silence – are you next," National Consumer Voice for Quality Long-Term Care, Washington D.C.
2009	SBA/SCORE Success Story, S.C.O.R.E. - Counselors to America's Small Business, Chapter 164.
2008	Home-Based Business Champion of the Year, 79-County South Texas District and 5-State Region, U.S. Small Business Administration.
2005	Honors Graduate, Master of Arts Degree, University of the Incarnate Word.
2004	Express-News guest column, "Through tough times of every sort, Daddy never gave up," received outpouring of readers' compliments.
2004	Gonzales Inquirer guest column, "Daughter fondly recollects father's finest legacy — himself," received outpouring of readers' compliments.
2004	CPS Energy Broadcaster feature, "Overcoming the Odds," won acclaim by United Way of San Antonio and Bexar County, which re-published the story on its website. Broadcaster feature, "Functional Faith," was recognized by CPS Energy executive Ken Kurburski: "This story puts 'people' into what is normally called 'employees,' 'staff' or 'workers'."
2003	Best of Texas Certificate of Merit for Internal Magazine, The Broadcaster-CPS Energy, Texas Public Relations Association.
2001	Bronze Quill Award of Merit for Printed Publications, The Broadcaster-CPS Energy, International Association of Business Communicators.
2001	Bronze Quill Award of Merit for Photography, The Broadcaster-CPS Energy, International Association of Business Communicators.
2001	Bronze Quill Award of Excellence for Writing, The Broadcaster-CPS Energy, International Association of Business Communicators.
1997-2011	Published 175+ articles in corporate publications, and local, regional, and national mass media including newspapers, journals, and websites.
1997	Express-News feature, "For a Song," published by Texas Associated Press. Express-News Publisher's Award for "Presentation of the Year."
1994-1996	Express-News, \$250 for award-winning suggestion. Express-News EN*CORPS Volunteer of the Year; Telephone Sales Award.
1993	Cum Laude Graduate, Bachelor of Applied Arts and Sciences Degree, Southwest Texas State University.
1988	Top Fund Raiser, Racquetball & Fitness Center's Charity Aero-Ba-Thon.
1987	U.S. Air Force Brigadier General Star Gram for Innovation.
1985	U.S. Air Force On-the-Job Training Supervisor of the Month. U.S. Air Force Suggestion Award.
1983	Scholarship Award, San Antonio College. President's Part-time Honors List, San Antonio College.
1982-1988	U.S. Dept. of Defense Top Secret Security Clearance. U.S. Air Force Letters of Commendation; Certificates for Outstanding Achievement.

AFFILIATIONS

American Academy of Medical Hypnoanalysts
 American Counseling Association
 Gemini Ink
 International Association of Business Communicators
 North San Antonio Chamber of Commerce
 San Antonio Nonprofit Council
 SCORE®
 Sober Indian Riders
 South Central Texas Regional Certification Agency
 South Texas Business Fund, San Antonio Economic Development Department
 South West Texas Women's Business Center
 The Center for Nonprofit Support
 The National Consumer Voice for Quality Long-Term Care – Washington D.C.
 The Peace Alliance - Campaign to Establish a Department of Peace
 UTSA Small Business Development Center

EXPERIENCE

July 2015 – Planned and completed a 3-week, unaccompanied, 4,725-mile road trip across West Texas through New Mexico, Colorado, Wyoming, Montana Indian Country, Idaho, Utah and majestic Colorado, experiencing elevations up to 9,300 feet and breathtaking landscape and weathers.

August 2014 – Planned and completed a 2-week, unaccompanied, 4,000-mile road trip through diverse weather and terrain across the West Texas Plains, northeastern New Mexico, Colorado, desolate areas of Wyoming, all regions of Yellowstone National Park, and western Montana.

October 2013-Present – Technical writer-editor: Defense Health Agency (DHA)/Engineering, Design and Deployment Branch (EDD), San Antonio TX

- Full-time, career/competitive position, 40 hours/week. Hold a critical role as organizational-level communication expert in forming the identity (brand) and business processes for the DHA/EDD by developing and establishing organizational standards for documentation templates and production processes.
- Interact with IT specialists and managers to develop, write, edit, research, analyze, coordinate, translate, report, and resolve concerns on technical documentation for enterprise-level IT service management. Identify/employ documentation standards and style ensuring the DHA brand.
- Maintain near-100% error-free documentation, single-handedly supporting 250+ technical/managerial civilian, military and contract IT specialists.
- Develop and coordinate with subject matter experts on 90+ technical document template types required for enterprise-level IT/SM project life cycle documentation, including for project management, engineering and architecture, transition and deployment, and testing and evaluation.
- Designed/coordinated an automated documentation workflow process in SharePoint, working with configuration and technical managers, ensuring standardized template use, comprehensive review and editing, and quality control of official publications.
- Established the digital DHA/EDD Documentation Standards and Template Library (DSTL) and inventories, including self-serve documentation training, publishing standards, technical and administrative templates, and a universal glossary for organizational use.
- Established digital libraries for official published works and draft documentation coordination.
- Develop, facilitate and execute documentation training workshops for technical/managerial civilian, military and contract division IT specialists.

August 2013 – Survived my mother's death.

February 2012-September 2013 – Technical writer-editor: U.S. Army Medical Command/USAMITC/Core Technology Division (CTD), San Antonio TX

- Full-time, career/competitive position, 40 hours/week. Selected by management from among peer writer-editors to develop and publish the premier USAMITC Service Catalog to articulate services to DHA and sister services, facilitating planning for IT/IM service plans/delivery. Attained consensus with the COO and Commander. This catalog earned Army/USAMITC an influential voice at the fledgling DHA strategic planning table.
- Held a critical role in developing/establishing organizational standards for documentation templates and processes.
- Developed, wrote, edited, researched, analyzed, translated and reported on a variety of high-level technical documentation and standards/best practices.
- Established/maintained near-100% error-free documentation supporting 85+ technical/managerial civilian, military and contract division IT specialists.
- Cut documentation production rate to one-third that of industry standard. Established a standardized file naming nomenclature for documentation.
- Single-handedly supported 30+ technical document types and 40+ projects/year for enterprise-level IT service management.
- Created, coordinated and resolved conflicts with technical teams and managers on a manual documentation workflow for efficiency and quality control.
- Created process, and logged, tracked and reported on template and documentation production/status/completion to division management.
- Established the online USAMITC/CTD Documentation Standards and Template Library (DSTL) and inventories, including self-serve documentation training, publishing standards, technical and administrative templates, and a universal glossary for organizational use.
- Established the online library for draft documentation coordination for organizational use.
- Developed, facilitated and executed documentation training workshops for technical/managerial civilian, military and contract division IT specialists.

August 2010 – Traveled unaccompanied to Montana to ride motorcycles for a week with Sober Indian Riders including through Glacier National Park.

2010 – Sold my 3-acre tract of undeveloped land in the Texas Hill Country near the Guadalupe River.

2007-2012 – B. Lou Guckian dba FishHook, San Antonio TX

- Full-time self-employment, 40 hours/week. Researched, wrote, and presented a business plan to the U.S. Small Business Administration, attaining a \$21,000 small business loan. Established and operated a communication consulting and research/writing/editing business providing professional services to clients and industries, to improve operations and/or increase market share. Diverse projects included technical and creative initiatives in the private, public and nonprofit sectors across a wide range of industries.
- Notable clients: Frost, a \$26.5 billion financial services company and largest Texas-based banking company; Clear Channel Communications (now iHeart Media and Clear Channel Outdoor), a world leader of media and entertainment companies with its Outdoor division operating one million displays in 45 countries; CCC Group Inc., a \$500 million nationally ranked commercial construction contracting company with 11 regional offices and 2 international offices; and Steven Bankler, CPA, a legacy firm hired as sole investigative tax accountant for the U.S. Senate Whitewater Committee.
- Managed internal/external communication projects and/or integrated teams. Developed commercial websites and managed production including oversight and recommendations for subcontract resources, coordinating photography, IT production and maintenance, and search-engine optimization with subcontractors. Conceived, developed and oversaw implementation of clients' brand. See: www.bankler.com.
- Developed communication training plan for technical clients' employees. Developed public relations/press relations. Wrote/submitted articles and press releases. Conducted copyright research with national media such as New York Times and Washington Post to protect clients from copyright infringement. Developed and published employee and customer communications. Conducted grant research, targeted/interviewed grantors, and wrote and submitted grants, the first of which attained my first nonprofit client \$10,000 for 2 consecutive years.
- Interviewed/gathered data from department heads, IT developers, and software training modules (online and video) and teleconferences to translate and write content for printed and online policy, procedure, and training manuals. Coordinated accuracy reviews, resolved concerns, and published technical documentation. Developed formatting guides for technical specifications for clients' publications.

2006-2007 – Account Executive, Campaign Developer: KTSA Radio, San Antonio TX

Full-time employment, 40 hours/week. Created ad campaigns for English and Spanish news-talk and music radio stations. Sold long-term sales contracts. Orchestrated technical and creative projects with clients, on-air radio personalities and producers.

December 2005 – Attained Master of Arts degree.

October 2005 – Survived father's terminal illness and death.

2005 – Full-Time Graduate Student and Parental Caregiver, San Antonio, TX

- Full-time graduate student. Completed graduate thesis, "Elder Abuse: More is Expected Unless Society and Mass Media Intervene."
- Conducted interviews for content accuracy and tone with a wide range of healthcare and social services professionals and internationally published authors and researchers to research and write a persuasive thesis, including a comparative analysis of the nation's top 10 national newspapers on the subject of ageism, the aging phenomenon, and lack of exposure and education about elder abuse and neglect.

1999-2004 – Senior/Technical Writer, Corporate Communications: CPS Energy, San Antonio TX

- Full-time employment, 40 hours/week. Led select employee communication activities, consulting with top executives on strategic messages delivered to target audiences (4,000 employees, board of directors, and local/regional government and other agency officials), including appropriate rollout of information campaigns for controversial programs or changes spawned by deregulation of the utility industry.
- Developed, coordinated and implemented a communication strategy to introduce big changes to the employee benefits and pensions plans during deregulation of the utility industry, consulting with the VP of HR to roll out several articles in the weekly employee newsletter followed by an in-depth feature article in the employee monthly magazine, informing employees bit by bit and gaining buy-in. Convinced VP of HR of this strategy vs. his initial idea to simply to print a small sound bite in the weekly employee newsletter with no explanation of detailed changes or features/benefits to employees.
- Recruited to serve on executive-level, cross-functional strategic-planning committee of the nation's largest publicly owned combined natural gas and electric utility, while continuing duties as senior writer. Conducted market research and interviews with utilities and scholars to identify benchmarks for organizing a corporate communication department function to ensure a synergistic internal/external brand. Conceived and presented model organizational structure that drew controversy upfront, but subsequently was adopted and implemented and remains in place today.
- Interviewed the CEO and conducted photo shoots for his/her annual State of the Utility Address, writing the speech in article format for publication in the employee magazine, and for the CEO's use at face-to-face meetings with employees. My interview process sparked interest areas for the CEO.
- Designed, wrote, and published a series of related articles introducing the functionality/integration of the company's replacement of its legacy IT system.
- Planned, wrote, edited, proofread, designed layout and collaborated with a staff writer, editor, department head, and printer to produce the 28- to 32-page, 4-color bimonthly employee magazine. The magazine explained the intricate workings of gas and electric energy company assets such as complicated power plants; the energy production, transmission, and distribution processes; business goals and objectives; and employee activities.
- Researched and drafted press releases for external audiences.
- Conducted face-to-face, telephone and electronic interviews of subject matter experts in the field, board room, and executive suite. Wrote and published 150+ technical and human-interest articles and employee profiles. Met production deadlines ahead of schedule.
- Served as organizational photographer of field and studio photography. Edited employee video magazine scripts.
- Instructed and collaborated with graphics designers and corporate photographer, upon hire to newly formed corporate communications department, to plan and select graphical images best suited to each article's and each publication's theme, audience, and strategic purpose.
- Transformed a retrospective employee newsletter previously irregularly published in print format only into a regularly published, topical weekly news bulletin distributed in print format to fieldworkers and electronically to office workers, cutting paper distribution and related costs in half.
- Developed premier newsletter for a 2,000-member electrical workers' union. Applied journalistic standards/styles for internal/external communications.

1999 – Purchased a 3-acre tract of undeveloped land in the Texas Hill Country near the Guadalupe River.

1997-Present – Freelance Features Writer, Guest Columnist, Mass Media, San Antonio, TX

Part-time freelance writer; assignments accepted only as able and interested. Identify/conduct interviews, write/pitch articles, and coordinate content with interview subjects and experts for accuracy and tone for national, regional, and local mass media. Apply Associated Press style guidelines.

1997-1998 – Co-founder/Marketer/CO-owner: Daddy's Country Style BBQ Sauce, San Antonio TX

- Part-time self-employment, 30+ hours/week. Conducted market analysis, food-manufacturing research, and legal research to develop, co-own and operate a small food-manufacturing business. Launched family-owned business featuring father's legacy barbecue sauces. Took an unknown product from concept to market in 3 months, beginning with 11 local H-E-B Food Stores, the state's largest grocery store chain, and growing to 200+ stores statewide plus test-markets overseas. Merchandised products in stores and organized/participated in onsite product demonstrations.
- Facilitated agreements with government agencies/private organizations for the production, labeling, distribution and promotion of food products.
- Attained legal authority and capital funding, manufacturing and marketing components needed to launch a barbecue sauce business and get products to market, including capital, marketing plan, branding message, product name, slogan, label (artwork, UPC barcode, nutritional data), local manufacturer and bottler, promotional handouts, and registration with the Texas Dept. of Agriculture's "Best of Texas" promotional program.

1995-1997 – New Media Market Research Analyst, Presentation Coordinator: San Antonio Express-News, San Antonio TX

- Full-time position, 40 hours/week. Created, coordinated, and produced marketing materials and sales presentations for print products.
- Served on a 100-person integrated project team to coordinate marketing initiatives to launch the newspaper's premier website.
- Conducted research and analyzed market research data on readership and lifestyle preferences to develop sales presentations.
- Collaborated with IT and marketing staff to create online reader surveys and implemented/analyzed data for online promotional contests for readers.
- Instructed advertising executives in group settings to increase sales by maximizing use of research data and research-based sales presentations.

1993-1995 – Account Executive: San Antonio Express-News, San Antonio TX

- Full-time position, 40 hours/week. Prepared a weekly sales forecast. Established a successful prototype function for inside sales for display advertising by selling long-term contracts for ad campaigns over the telephone, generating 200 new small-business display advertisers in 1 year. Coordinated ad design and contracts for time and budget commitments with art production and billing departments for new, small-business advertisers.
- Created and produced the Home Improvement Guide and ad layouts for small businesses targeting home aftermarket.

August 1993 – Attained Bachelor of Applied Arts and Sciences degree, the only one among six siblings to attain a higher education.

1993 – Undergraduate Intern, PR/Communications: Trinity University, San Antonio TX

Part-time undergraduate student while employed full-time. Completed summer internship writing, coordinating, producing, and distributing a procedures manual for the development, publication and distribution of the university's faculty and student newsletter managed by rotating student editors.

1991-1993 – Technical Editor/Marketing Manager: Universal Dataproducts Inc., San Antonio TX

- Full-time position, 40 hours/week. Managed and marketed to customer database of 1,500 for a small computer peripheral sales/distribution company.
- Edited the customer newsletter, overseeing content, production and distribution with technicians, managers and a graphics design subcontractor.
- Organized, coordinated, set up and participated in trade shows and onsite open houses. Managed the vendor cooperative program.

December 1990 – Survived armed robbery at The Virginia Inn while assigned onsite as marketing manager.

1988-1990 – General Manager/Marketing Manager: J. Robertson & Associates, San Antonio TX

- Full-time corporate-level position, 40-80+ hours/week. Onsite manager executing corporate sales, marketing and operations initiatives to restore underperforming hotel properties in niche markets (military and medical) in Texas, Arkansas, Missouri and Virginia for a commercial real estate property management and relocation company. Assisted in developing and executing sales and direct-marketing campaigns. Attained contracts with clients.
- Supervisor over recruiting, hiring, firing, training hotel staff. Prepared sales forecasts and other reports. Conducted market analyses. Developed/executed customer surveys and tabulated data. Wrote/distributed marketing collaterals, co-planned/executed grand openings and promotional events.
- Direct-marketed Apartment Locator relocation franchise to prospective corporate clients, securing contracts with corporations and universities including St. Mary's University and USAA of San Antonio. Wrote, produced and distributed the premier Apartment Locator Relocation Guide.

January 1987 – Survived my youngest brother's tragic death after he suffered through a head-on collision caused by a drunk driver on Christmas Day.

1982-1988 – Technical Center Manager, Writer-Editor: U.S. Air Force, Electronic Security Command (ESC), San Antonio TX

- Full-time, career/competitive position, 40 hours/week. First-line supervisor and manager of Technical Information Center (TIC). Cataloged test data/reports concerning compromising emanations. Collaborated with military officers and civilian engineers to write and issue security guidelines.
- Developed logistics management plan for worldwide DoD Communication Security Conference. Prepared and presented training modules.
- Certified as a Creative Problem-Solver during a 6-month rotational role with the premier Innovation Center at ESC. Co-briefer/trainer who traveled with military officers to military installations CONUS and OCONUS to conduct innovative-thinking seminars for military and civilian personnel to solve organizational and procedural problems. Prepared and distributed reports on the results of problem-solving initiatives to the Major Command.

References and published works are available at www.guckianwriter.com and upon request.