

BETTY "LOU" GUCKIAN
Curriculum Vitae / Resume

Experienced Writer and Editor

Award-Winning and Nationally Published Writer and Book Author

Award-Winning Communication Consultant / Small Business Owner-Operator

Former Federal Civilian Service with Secret Clearance (currently inactive)

<https://guckianwriter.com/>

OBJECTIVE: Experienced professional writer-editor with small business ownership and publishing expertise seeks work **as a writer and/or editor**, with a focus on the English language. Experienced in creative and technical projects, remote work, research, interviews, cybersecurity and information technology documentation, documentation management, mass media, and publishing/production. Experienced in Microsoft Office and Adobe Acrobat.

STRENGTHS: **Persuasive. Mature. Conscientious. Educated. Disciplined. Accomplished.** I have command of the English language and competence as a professional writer-editor, with demonstrated ability in translating complex technical words and concepts into language suited to a given audience for easy consumption and comprehension.

BEYOND AI: **Analytical. Collaborator. Communicator. Critical Thinker. Distinct-Voice Communicator. Diplomatic. Good listener. Idea Articulator. Storyteller. Mentally flexible.** I understand tone, nuance, metaphor, subtly, passion, and human emotion. I can reach a specific audience with a specific message even in a converged technology-driven society.

FEDERAL EMPLOYMENT EQUIVALENTS TO INDUSTRY EXPERIENCE:

GS-1082 writer-editor	0343 management analyst	0340 program management	1515 operations research
1083 technical writer-editor	0100 general arts and information	1101 general business and industry	1084 visual information
1035 public affairs	0301 administration		

EDUCATION: Master of Arts, Communication Arts-Honors, University of the Incarnate Word, GPA 4.0
Bachelor of Applied Arts and Sciences-Cum Laude, Southwest Texas State University, GPA 3.6

ISO 9001:2015 Document Control Coordinator and Author Certificate of Completion
ITIL Foundation Certificate in IT Service Management
U.S. Army Certificate of Training (Modules 1-19) in Civilian Foundation (1-250-C59)
Business Leaders Circle for Entrepreneurs, North San Antonio Chamber of Commerce
Celluloid Dreams, Writing the Short Screenplay, Gemini Ink Literary Arts Center, San Antonio TX
Creative Problem Solving-Targeted Innovation, Center for Creative Leadership, Greensboro NC

CAREER TRAIL:	2022-Present	Writer-Editor and Published Book Author
	12/2019-May 2021	USAA via Apex Systems Inc. Contract Sr. Technical Editor
	2/2019-11/2019	Pape-Dawson Engineers: Sr. Technical Writer-Editor/Copywriter
	11/2017-1/2019	B.E.A.T. LLC: Technical Editor
	10/2013-11/2017	Dept. of Defense/Defense Health Agency: Technical Editor (and business process developer)
	2/2012-10/2013	Dept. of Defense/U.S. Army Medical Command/USAMITC: Technical Writer-Editor
	2007-Present	Writer/Editor dba FishHook: Technical/Creative/Nonprofit Project Consultant
	2006	KTSA Radio: Advertising Executive/Ad Scriptwriter/Ad Campaign Developer
	1999-2004	CPS Energy: Senior Writer, Corporate Communications/Employee Communications
	1997-2018	Features Writer, Guest Columnist: Hearst Newspapers and various other mass media
	1997-1998	Daddy's Country Style BBQ Sauce: Cofounder/Marketer/Business Developer/Co-owner
	1993-1997	San Antonio Express-News: Ad Executive/Market Research Analyst/Presentation Coordinator

PUBLISHED WORKS

2025	Worldwide: Book, "Heart Knocks, from Strayed to Straight" © 2024 B. Lou Guckian, published in the United States
2010	National: "Fast-tracking recovery," Counseling Today magazine, American Counseling Association, Alexandria VA.
2009	National: "Daddy suffered in silence-are you next," National Consumer Voice for Quality Long-Term Care, Washington D.C.
2007-Present	Worldwide: guckianwriter.com website, creation, development, launch, and maintenance of all content.
2005	Worldwide: Master's Thesis, "Elder Abuse: More is Expected Unless Society and Mass Media Intervene," on file at U.S. Library of Congress; inducted by the University of the Incarnate Word for publishing in its scholarly online library, The Athenaeum, for perpetuity.
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."
1998-2004	CPS Energy The Broadcaster features: 175-plus articles and profiles.
1997-2011	Published articles in local, regional, and national media including newspapers, journals, and websites: Fiesta Magazine, NSIDE Business Journal, NSIDE M.D. Medical Journal, San Antonio Business Journal, San Antonio Express-News, The SUNs Newspapers
1997	Express-News feature: "For a Song," published by Texas Associated Press.

AWARDS AND SPECIAL ACHIEVEMENTS

2017	Dept. of Defense CIO Team Award, J-6 Health Information Technology Team, Defense Health Agency.
2017	Individual Cash Award/Performance Bonus, Defense Health Agency.
2016	Nominee, Employee of the Year, Defense Health Agency (among ~250,000 employees).
2016	Employee of the Quarter, Defense Health Agency (among ~250,000 employees), Defense Health Agency.
2016	Employee of the Quarter, Health Information Technology Directorate (among ~3,500 employees), Defense Health Agency.
2014-Present	Plan and complete extended annual solo cross-country road trips through diverse terrains and climates.
2013	Promotion, Defense Health Agency, San Antonio, Texas.
2009	SBA/SCORE Success Story, S.C.O.R.E. - Counselors to America's Small Business, Chapter 164.
2008	Home-Based Business Champ of the Year, 79-County South Texas District and 5-State Region, U.S. Small Business Administration.
2004	CPS Energy Broadcaster feature, "Overcoming the Odds," acclaimed by United Way of San Antonio and Bexar County, published on its website. Broadcaster feature, "Functional Faith," 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	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.

NOTEWORTHY CONTRACT CLIENTS

Accretive Solutions	Federal Court Reporters of SA Inc.	Real Estate Broker Upfold & Veith
Aztec on the River	Frost Bank	SA Rainmaker
Benson Design Associates	Foster Creative Inc.	San Antonio Hyperbarics
Blonde Creative	Goodwill Industries	Seller Ventures LLC
Bookkeeping Solutions	Guidepost Strategies	Silver Tree Nursing & Rehab Center
CCC Group Inc.	Hampton Roads Publishing Company	Southwest Texas Publishing Inc.
Central Air Conditioning Co.	HBN Shoe LLC (Insolia®)	Texas Auto Services
Clear Channel Communications	Lammert Publishers Inc.	The Humidor
Country Road Web Designs	MovinOn	The Peace Alliance-Campaign to Establish a Department of Peace
CPA Steven Bankler	NutraWise	The Prestigious Mark
Crandall & Associates Inc.	OFB Ministries	The Solutions Group
EG&G/TAC Worldwide	PET San Antonio	
ENTrust Technology Consulting Services	Primary HR Outsourcing Inc.	

AFFILIATIONS/MEMBERSHIPS HISTORY

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

EXPERIENCE

January 2022-Present – Writer-Editor and Published Book Author, San Antonio TX

Federal service equivalent to GS-1082, -1083, -1035, -0100.

- Independently or through recruiting agencies provide contract writing-editing services to organizations.
- Authored/published a book of creative nonfiction; conducted research on subject matter through firsthand interviews, the Internet, and journals.

December 2019-May 2021 – Contract Sr. Technical Editor: USAA, San Antonio TX via Apex Systems Inc.

Federal service equivalent to GS-1082, -1083, -1035, -0100.

- Full-time contract position. **Telework 100 percent** (via VPN through Citrix using Microsoft Outlook, Skype, Zoom, SharePoint, and Box).
- Reported to AVP Third Party Risk Management (TPRM), USAA. Daily support to Document Governance, TPRM.
- Created/implemented best practices/standards for technical document production review/approval process (policies, procedures, standards).
- Created/implemented Rough-to-Release Production Process for official technical documentation.
- Created/implemented standard templates for official technical documentation.
- Developed/published premier Enterprise TPRM Program Procedure supporting the TPRM contract lifecycle consolidating 16 separate procedures into 1, providing a quality-controlled, streamlined, standard approach.
- Counseled/trained/mentored Lead Risk Analyst in best practices/standards, Production Process, standard templates, editorial standards.
- "Your work is top-notch and your value is clear." Angela Steffens, Director, TPRM, USAA April 2021.
- "The production process she [Lou] shared and helped me implement has continued to provide enormous efficiency and success for document production. I'm glad to work with such an amazing and dedicated individual." Lily Rodriguez, Lead Risk Analyst, TPRM, USAA Nov. 2020.

February 2019-November 2019 – Sr. Technical Writer Editor & Copywriter-Copyeditor: Pape-Dawson Engineers Inc., San Antonio TX

Federal service equivalent to GS-1082, -1083, -1035, -0100.

- Full-time position. Report to VP Marketing.
- Write/edit various documents for executives/owners such as reports to industry groups, letters, award nominations, and press releases.
- Draft new style guide and document standards training brief.
- Support proposal team on public and private-sector proposal submissions on tight deadlines.
- Support high-volume, fast-paced proposal efforts, content research, compilation, development and coordination for proposal portfolios.
- Edit/quality control proposals, coordinating with project managers, principals-in-charge, pursuit strategist, and proposal manager/coordinator.
- Support creative team writing/editing marketing collateral and media (press releases, bi-folds, website, and presentations).

November 2017-January 2019 –Technical Editor: B.E.A.T. LLC, San Antonio TX

Federal service equivalent to GS-1082, -1083, -1035, -0343, -0100, -0301, -0340, -1101, -1515, -1084.

- Full-time position. **Telework 100 percent.** Report to chief information officer and indirectly to chief executive officer.
- Developed/implemented company-branded organizational documentation standards including templates and production/storage platform:
 1. Documentation Standards and Template Library (DSTL) (SharePoint) (read-access companywide; editor-controlled for standards integrity):
 - Standard templates: administrative (14), proposal (21), process (4), and technical (26), with standard font Quick Styles, and formats for tables and images; Training Documentation (4) and Glossaries (4); Marketing Collateral (14) (supporting consistent brand); Publishing Standards (9); and Photographs and Artwork (1) (U.S. Copyright Law compliance)
 2. Master Document Library (MDL) (SharePoint) organized alphabetically, searchable by "project grouping" (contribute rights companywide)
 3. Standard document production process: Document Control Release Process
 4. Standard template production process: Template Control Release Process
 5. Standard workflow for document production (versioning, dating)
 6. Standard document naming convention for templates and documentation (throughout production)
- Created/implemented document standards supporting the company's attaining its ISO 9001:2015 certification at first audit.
- Supported multimillion-dollar Federal proposal efforts with strict submission criteria and deadlines by writing/rewriting, editing, fact-checking, and ensuring format/content format compliance/consistency across proposal portfolios (multiple volumes). Provided branded shells.
- Worked with program managers, architects, engineers, cybersecurity personnel/managers to finalize/quality control documents to meet deadlines.
- Facilitated development/published content to the company Intranet, establishing a production schedule with management for quarterly updates.
- Wrote the company's first comprehensive Proposal and Document Development Standards and Style Guide.
- Trained managers and IT specialists including program/project managers, architects, engineers, cybersecurity and help desk personnel on documentation standards, use of templates, DSTL and MDL use and functions, writing style, and production process.
- Developed/revised existing marketing collateral, including fact sheets, PowerPoint briefs, and slicks.
- Used/applied Associated Press Style, Dept. of Defense writing style, industry best practices, and basic rules of English and grammar.
- Informed peers and management about and enforced U.S. Copyright Law as related to documentation the company produces.
- Received kudos from the HR director on efforts: "We are going through a lot of changes in a good way because of you."

October 2013-November 2017 – Technical Writer-Editor: Defense Health Agency, San Antonio TX

Federal service equivalent to GS-1082, -1083, -1035, -0343, -0100, -0301, -0340, -1101, -1515, -1084.

- Full-time position. **Telework 75 percent.** Reported to the division chief.
- Marketed/sustained "brand of excellence" for standardized products including templates, libraries and business process, to agency director and agency-wide consumers, attaining endorsement by agency director (VADM) and increasingly broad adoption across the agency (275,000 people worldwide).
- Attained inclusion of standard documentation process/products in statements of work/performance work statements for multimillion dollar contracts.
- Hold critical role in forming the identity (brand) and business processes for the enterprise, as organizational-level subject matter expert.
- Managed project to standardize technical engineering documentation creation, coordination, production/publication for enterprise-wide application.
- Cut production cost associated with enterprise technical documentation on average by \$120,000+/year or by more than 75% of industry standard.
- First to develop/integrate online libraries/inventories forming a premier business process: Documentation Standards and Template Library of 34 administrative document templates, 42 technical document templates, 10 documentation training tools, 6 universal glossaries and 18 publishing standards; this Web-based library enables program/project managers, engineers/architects to quickly populate technical details and produce products saving time and money. Working Documentation Library enables intra-organizational collaboration/review/updates to program architecture/ engineering documentation while maintaining control. Finished products are maintained in the Official Published Documentation Library for reference/modifications.
- Designed/coordinated automated documentation workflow process, working with configuration and technical managers, ensuring standardized template use, comprehensive review and editing, approval, publication and quality control of official IT enterprise engineering documentation.
- Prepared/submitted weekly quad reports on technical editing function/documentation standards management accomplishments, tasks, goals.
- Reviewed/reported on external training/course curricula related to business writing as applies to the IT engineering environment.
- Wrote/published "Standard Operating Procedure-Documentation Production Standards and Process," approved/signed by chain of command.
- Wrote/published PowerPoint brief on documentation standards and production process for enterprise training purposes.
- Wrote/published "Standard Operating Procedure-Email Tear Lines," approved/signed by chain of command.
- Counseled/advised/guided internal/external contract technical writers; leadership and IT specialists including program/project managers, architects and engineers; and other enterprise IT specialists including enterprise-level IT service management, including Agile/Scrum development projects, and operations/sustainment and cybersecurity personnel on DoD/DHA/industry-compliant documentation standards, templates, library functions and production process.
- Oversaw and provided technical writing-editing, and production and development of high-visibility technical documentation, using DoD writing style, Associated Press Style, industry best practices, and basic rules of English and grammar.
- Interfaced with agency teams and management to develop, publish, and communicate documentation to Medical Health System stakeholders.
- Interacted with IT specialists (project management, engineering and architecture, transition and deployment, and testing and evaluation) to develop, write, edit, research, analyze, coordinate, translate, report, resolve concerns on technical documents for enterprise IT service management.
- Quality controlled documents to near-100% error-free level, supporting 300+ civilian, military, contract IT specialists with project documentation.

February 2012-September 2013 – Technical Writer-Editor: U.S. Army Medical Command/USAMITC, San Antonio TX

Federal service equivalent to GS-1082, -1083, -1035, -0343, -0301, -0340, -1101, -1515, -1084.

- Full-time position. Reported to the division chief.
- Developed/published premier USAMITC Service Catalog to articulate services to DHA/sister services, facilitating plans for IT/IM service delivery. Attained consensus with COO/Commander. Catalog earned /USAMITC influential voice at fledgling DHA strategic planning table.
- Charged to develop/held critical role in developing "organizational standard of excellence for technical documentation and production process."
- Analyzed existing processes, suggested improvements for efficiency and quality, coordinated for management approval, and implemented.
- Developed, wrote, edited, researched, analyzed, translated, reported on various high-level technical documentation and standards/best practices.
- Established/maintained near-100% error-free documentation supporting 85+ technical/managerial civilian, military, contract division IT specialists.
- Established a standardized file naming nomenclature for documentation.
- Researched, analyzed and developed standardized approach to creating standard technical and administrative document templates.
- Quality controlled documents for 40+ projects/year for enterprise-level IT service management, including Agile/Scrum development projects.
- Created, coordinated, resolved conflicts with technical teams/managers on a manual documentation workflow for efficiency and quality control.
- Created business process, and logged, tracked, reported on template and documentation production/status/completion to division management.
- Developed, facilitated, executed documentation training workshops for technical/managerial civilian, military and contract division IT specialists.
- First to develop and integrate online libraries and inventories forming a premier business process for technical documentation.

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

Federal service equivalent to GS-1082, -1083, -1035, -0343, -0301, -0340, -1101, -1515, -1084.

- Full-time self-employment. Telework 75-100 percent. Work independently and with recruiting agencies.
- Researched, wrote, and presented a business plan to the U.S. Small Business Administration, attaining a \$21,000 small business loan.
- Established brand, direct-marketed, and 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.
- 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 Dept. 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

Federal service equivalent to GS-1082, -1035, -0100, -0301, -0340, -1101.

- Full-time position. Reported to a sales manager.
- 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.

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

Federal service equivalent to GS-1082, -1083, -0100, -0301, -0340, -1101, -1515.

- 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

Federal service equivalent to GS-1082, -1083, -1035, -0343, -0100, -0301, -0340, -1101, -1515, -1084.

- Full-time position. Reported to employee communications manager and indirectly to corporate communications director.
- 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 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 articles in the weekly 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 Dept. 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 CEO and conducted photo shoots for the annual State of the Utility Address, writing the speech in article form for publication in the employee magazine, and CEO's use at face-to-face meetings with employees. My interview process sparked interest areas for the CEO.
- Designed, wrote, published series of related articles introducing functionality/integration of the company's replacement of its legacy IT system.
- Planned, wrote, edited, proofread, designed layout, collaborated with staff writer, editor, Dept. head, printer to produce the 28- to 32-page, 4-color bimonthly employee magazine. The magazine explained intricate workings of gas/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 Dept., to plan and select graphical images best suited to each article 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 2,000-member electrical workers' union. Applied journalistic standards/styles for internal/external communication.

1997-2018 – Freelance Features Writer, Guest Columnist, Mass Media, San Antonio TX

Federal service equivalent to GS-1082, -1083, -1035, -1101, -1515.

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

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

Federal service equivalent to GS-1082, -1083, -1035, -0343, -0301, -0340, -1101, -1515, -1084.

- Full-time self-employment. Co-owner.
- Conducted market analysis, food-manufacturing research and legal research to develop, co-own and operate a small food-manufacturing business. Established brand, direct-marketed, and launched family-owned business featuring father's legacy barbecue sauces. Took unknown product from concept to market in 3 months, with 11 local H-E-B Food Stores, the state's largest grocery chain, and growing to 200+ stores statewide plus test-markets overseas. Merchandised products in stores and organized/conducted product demonstrations.
- Facilitated agreements with government agencies/private organizations for the production, labeling, distribution and promotion of food products.
- Attained legal authority, capital funding, manufacturing, 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

Federal service equivalent to GS-1082, -1083, -1035, -0343, -0100, -0301, -0340, -1101, -1515, -1084.

- Full-time position. Reported to the research manager and indirectly to the marketing manager.
- 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, 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/research-based sales presentations.

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

Federal service equivalent to GS-1035, -0343, -0100, -0301, -1101, -1515, -1084.

- Full-time position. Reported to a sales manager.
- 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.

For reviews, work samples, email, see <https://guckianwriter.com/>.