



DEBORAH LONG, MA

Marketing Copywriter
Technical Writer/Editor
Storyteller

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REFERENCES AVAILABLE

Summary

Award-winning marketing writer & editor of short-form and long-form documentation. Highly skilled, quality-oriented content strategist, specializing in product branding, web content, video scripts, blogs & social media posts with SEO focus, press releases, trade journal articles, case studies, success stories, white papers, policies & procedures, & full-length books.

Skills

- Adept at creating internal & external communications, with sensitivity to cybersecurity, change management, & sustainability
- Extremely organized with multi-tasking ability
- Competent interview & fact gathering techniques
- Passionate researcher with keen attention to detail
- Quick study on new technology & terminology
- Savvy interpersonal & presentation capabilities
- Strong leader/mentor

Industries Served

- Medical, biomedical, & device
- Accounting, finance, & legal
- Product manufacturing
- Software & hardware
- Cybersecurity
- Energy – oil & gas, wind
- Utilities
- Engineering
- Chemical / Petrochemical
- Human Resources
- Academia – textbook editing

Work Experience

Eye4Content, DBA — Remote

Freelance Writing & Editing
Ongoing & as-needed

Create compelling content for a wide array of clients, including Acronym Solutions, Airbus/Metron Aviation, Allied Reliability, American Welding Society, Candeco Partners, Con Edison, CPP Wind Consultants, Data Intensity, Dell Technologies, DiaSante Health, EEPB Accounting, Facility Automation Systems, GeoMark Research, HP Enterprise, HOFS Environmental, KOHLER, La Verne University, NEOS Marketing, Stepan Oilfield Services, Viking Pump, Pacific BioSystems, Tudor Engineering, Microchip Technology, etc.

Orange & Rockland Utilities (O&R) – New York

Contractor, Senior Technical Editor
04/2023 to 01/2024

- Delivered Q.C. edits and updates for 300+ procedures to align with the functionality of newly implemented Customer Care & Billing (CC&B) enterprise software system.
- Developed a new look and feel to modernize existing documentation set, along with recommendations to optimize readability and end user experience (UX).
- Oversaw the work of another technical editor to ensure consistency and quality across entire set of policies and procedures.
- Managed project milestones and SME review cycles to deliver on-time results.
- Exceeded customer expectations, processing 50 procedures in the last two weeks over Christmas/New Year holidays.

Halliburton — Houston, TX

Contractor, Sr. Marketing Communications Writer
01/2016 to Current

- Help launch innovative oil & gas software products/services to build existing & grow new client base, with emphasis on emerging technologies (big data, AI, & machine learning).
- Provide writing & editing for global marketing managers to produce internal/external publications, ranging from oil & gas industry magazine articles to SPE technical papers, white papers, proposals, social media, brochures, case studies, product sheets, infographics, web content, & landing pages.
- Ensure alignment with corporate templates & images to maintain consistency across all Halliburton media.
- Maintain technical accuracy & properly convey meaning of subject matter experts.
- Work with user experience (UX) specialist, content strategist, & branding team to create a more modern website look.

Education

Master's Degree

Columbia University
Teachers College
New York, NY

Bachelor's Degree

New York University
New York, NY
Sociology, Psychology
Dean's List

Other Training / Workshops

- Creative Approaches to Organizing Information
- Editing Strategies for Print & Online
- Editing Multimedia
- Addressing Quality in the Real World
- Measuring the Quality of Technical Publications
- Behavioral Interview Techniques
- Franklin/Covey Time Management
- What Matters Most & Successful Work Relationships - Valuing Differences
- Effective Medical Writing
- Web Content Writing & Editing
- Security Awareness: Developing a Successful Strategy
- Embracing Brand-driven Content Strategy
- Innovations in Employee Communications
- Mindset of the Owner
- Exploration & Production Overview
- Neuromarketing
- Leading at the Speed of Trust, Franklin Covey Co.
- Enterprise Change Management (ECM) Bootcamp

The Darl Boutique Ad Agency — Los Angeles, CA

Freelance, Digital Copywriter
06/2020 to November 2020

- Promoted products and services for diverse customers, ranging from the wellness/nutrition space to business consulting, architecture, physicians' private practices, etc.
- Enhanced brand awareness through digitally delivered eBooks, newsletters, Facebook ads, & webinar scripts.
- Produced best SEO results through close collaboration with social media & graphics team members.

University of Houston, College of Engineering

Part-time Adjunct Instructor
01/2012 to 01/2015

- Taught graduate course in "Engineering Communications" to Master's & PhD level students.
- Delivered curriculum that included technical papers, presentations, posters, public speaking, & resume writing.
- Prepared students to compete & win through developing their written & spoken communication skills.

Apache Corporation — Houston, TX

Employee, Sr. Global IT Communications Analyst
02/2011 to 12/2015

- Designed, launched, & managed content for intranet site (IT4U), providing self-service IT Help solutions to end users.
- Oversaw Apache IT University, online repository of software training materials.
- Wrote & posted monthly Tips from IT.
- Worked on special communication projects to support the vision of VP, Information Technology.
- Documented workflow process for IT directors & managers.
- Distributed mass email communications to employees concerning software implementations, security alerts, etc.
- Edited quarterly e-newsletter for Data Services team.
- Collaborated with Public Affairs to ensure consistency with company branding & AP writing style.
- Authored articles to promote enterprise-wide Cybersecurity Awareness & other IT topics posted on intranet Home page.
- Created comprehensive communication campaigns for large projects, including change management.
- Researched & selected graphic images to support impactful communications & inserted key words to optimize SEO.

Schlumberger — Houston, TX

Contractor, Marketing Communications Writer
12/2007 to 01/2011

- Researched & wrote case studies featuring products & services in collaboration with global customers.
- Wrote monthly internal Sales newsletter to announce key wins, breaking news, & industry events.
- Wrote customer-focused newsletter for Kuwait Oil Company.
- Wrote/edited white papers with subject matter experts to promote thought leadership.
- Wrote/edited/published articles for oil & gas trade journals.
- Edited & posted software release announcements on customer support portal.
- Wrote/edited web content during re-branding campaign.

Professional Affiliations

- Past President, Society for Technical Communication (STC) Houston Chapter
- Senior Member, STC
- Programs Manager, STC Houston Chapter
- General Manager, STC Houston Awards Banquet
- Facilitator of networking group for technical writers
- Participant in American Writers Association (AMWA) & International Association of Business Communication

Awards

- STC Excellence Award for User Support Materials
- STC Distinguished Chapter Service Award
- STC Chapter Achievement Award of Distinction (during presidency)
- STC Distinguished Award for Online Newsletter
- STC Merit Award for Software Quick Reference Guide
- Merit Award for Marketing Report
- STC Excellence Award for Software Brochure
- STC Excellence Award for Software User/Procedure Manual

Accomplishments

- Ghost writer of business book, *The Value of a Conversation*
- Edited novel by Judge Rory Olsen, [Good Will Win in the End](#)
- Edited textbook for university professor on "[Mindfulness for Authentic Leadership](#)"
- Biographer for a businessman's memoir
- Currently authoring my own novel

- Worked with creative team on advertising & branding, including brochures, ads, & tradeshow materials.
- Edited emails, letters, invitations, & website landing pages.
- As a freelancer, continued to write case studies, newsletters, & technical magazine articles (2011-2014).

Chevron, Global Aviation — Houston, TX

Contractor, Marketing Communications Writer
01/0001 to 11/2007

- Created content for a monthly employee newsletter.
- Wrote & edited press releases, marketing letters, brochures, & PowerPoint presentations for internal/external delivery.
- Coordinated with the graphics designer for layout & image selection.
- Ensured corporate brand was applied correctly to all media, aligning collateral with tenets of "Operational Excellence."
- Incorporated new "Power of Human Energy" campaign into messaging.
- Worked with team members to announce special events & update intranet content.

Cyberonics — Houston, TX

Employee, Sr. Information Developer
10/2005 to 08/2007

- Wrote & edited physicians' & patients' manuals for medical device therapeutic indications (including epilepsy & depression) treated by Vagus nerve stimulation (VNS).
- Produced hardcopy & online documentation to comply with strict Quality requirements & guidelines of U.S./foreign regulatory bodies.
- Collaborated with Clinical & Regulatory departments to prepare proposals for FDA & KEMA submittal.
- Managed vendor relations for translating documents into eight different languages.
- Created/enforced in-house writers' style guide to ensure consistency & accuracy across all published materials.
- Edited articles & brochures prior to publication.

BMC Software, Business School — Houston, TX

Contractor, Sr. Technical Editor
10/2004 to 09/2005

- Performed developmental edits & final Q.A. of all software training materials for blended learning delivered to customers, both in the classroom & online.
- Interacted with instructional designers & developers to improve the quality & consistency of teaching tools.
- Worked with trainers to ensure timely completion & shipment of courseware materials for worldwide use.
- Participated in the creation of annual courseware catalog.

ExxonMobil — Houston, TX

Contractor, Sr. Technical Writer/Editor
04/2003 to 09/2004

- Worked as the sole writer to support the needs of Software Engineering team.
- Developed document template & writing style conventions for software user/training manuals to support SAP Business Warehouse (BW) project launch.
- Wrote all documentation for an enterprise-wide, integrated software implementation project, including quick reference guides.

Hobbies/Interests

- Photography
- Travel
- Reading
- Museums
- Concerts
- Cooking

- Defined data dictionary objects stored in the Business Warehouse for reporting purposes.
- Worked with business analysts & developers to ensure technical accuracy, usability, & consistency.

EDS — Houston, TX

Contractor, Sr. Technical Writer/Editor
12/2001 to 03/2003

- Worked with Engineering Documentation Systems (EDS) engineers to develop clear, concise equipment procurement specifications for the end client, BP.
- Created & maintained writers' style guide & template for in-house team use.
- Peer editing of other writers' content.
- Developed web content for ChevronTexaco Health, Safety, & Environment (HSE) intranet site.

Enron Net Works — Houston, TX

Employee, Sr. Quality Editor
04/2000 to 12/2001

- Managed & mentored a team of junior editors
- Performed final Q.A. edits of software user manuals, quick references, proposals, policies & procedures, online newsletter for IT employees, brochures, white papers, etc.
- Provided content for & edited intranet sites, B2B websites, & online Help for enterprise-wide applications.
- Collaborated with Data Architects to standardize a data dictionary across all applications.
- Documented technical specifications for EDI Hub System.
- Interviewed/recruited new college grads for hire & mentored summer interns.
- Organized/led Lunch & Learn series to communicate with all IT employees about new technology projects.

Enron Corporation — Houston, TX

Employee, Sr. Technical Writer/Editor
02/1998 to 04/2000

- Developed corporate IT writing standards & designed innovative formats for quick reference guides & brochures.
- Edited technical manuals, online Help, B2B website content for oil & gas trading & paper commodities.
- Prepared technical documents for traders & other user groups, including software manuals, departmental procedures, & quick reference guides.
- Flowcharted business processes.
- Documented database naming standards/architecture.
- Edited online newsletter, "Enron Network News" (ENN).

Bechtel Engineering — Houston, TX

Contractor, Sr. Technical Writer, IT Group
11/1997 to 01/1998

- Wrote software user manuals for a comprehensive suite of integrated Engineering systems in a client/server environment.
- Interfaced with software engineers & developers.
- Edited the work of other writers to ensure accuracy & consistency across the entire team.

Lyondell Petrochemical — Houston, TX

*Contractor, Manager Technical Editors
06/1996 to 10/1997*

- Managed a team of 8 writers & 8 editors.
- Produced targeted documentation that helped launch successful, companywide SAP implementation, from manufacturing plant to corporate HQ.
- Coordinated writing needs across all SAP modules.
- Ensured adherence to corporate style guide & ISO 9000 standards.
- Delivered a complete set of software system tasks & departmental procedures to support employee training.

Tenneco Gas — Houston, TX

*Contractor, Sr. Technical Writer
03/1993 to 06/1996*

- Wrote user manuals for in-house Accounting systems software.
- Designed a boilerplate for documenting the Legal Information Management System (LIMS).
- Created Survival Guide for Accountants' desk procedures.
- Edited management reports & white papers.
- Developed award-winning Best Practices Employee Handbook.
- Produced global training materials & technical bulletins.

MD Anderson Cancer Hospital — Houston, TX

*Contractor, Technical Writer/Editor
08/1991 to 02/1993*

- Wrote & edited online user manuals for automated medical systems, including diagnostics, supply orders, etc.
- Edited training materials for doctors, nurses, & technicians.

Pactel Cellular — Irvine, CA

*Employee, Manager Technical Library
08/1990 to 04/1991*

- Managed engineering technical library & performed research on telecommunications data for competitive analysis.
- Supported Strategic Planning department, with a focus on compiling 5-Year Plan delivered across all business units.
- Helped prepare cellular license proposal for Portugal.

Retroperfusion Systems — Costa Mesa, CA

*Contractor, Technical Writer, Biomedical Start-up
02/1990 to 04/1990*

- Wrote user manuals for microprocessor-based medical equipment, including set-up instructions, operating procedures, & troubleshooting.
- Applied for FDA approval (US) & TUV approval (Germany).

Pfizer — Irvine, CA

*Contractor, Technical Writer, Software Engineering Team
10/1989 to 02/1990*

- Wrote standard operating procedures (SOPs) for the manufacture of critical care medical devices.
- Worked on interdisciplinary team with Industrial Engineers, Product Engineers, Manufacturing Engineers, & QA.
- Followed strict audit/FDA guidelines & met internal quality & document control requirements.