
Profile: Technical & Marketing Communications

My **Talents** lie in *technical communication*: technical writing of end-user manuals, process documentation, grant writing and indexing, and *marketing communication*: writing, web content development, blogging, branding, social media marketing and content editing; creation and management of *web sites, blogs and e-commerce shops*.

My **Passions** include *crafting words* to move, educate, illuminate and/or entertain; *researching* markets, behaviors and history; and *helping people* by solving the problems or challenges they face.

My **Experience** acquired over more than 25 years of working with a diverse group of businesses, not-for-profit organizations, and government entities has provided me with wisdom and techniques that you can now take advantage of. But don't just take my word for it...

Reference Highlights

from LinkedIn <http://il.linkedin.com/in/teresahessler> (*I'm known in the US as "Teresa"*)

Technical & Marketing Communications Consultant

"Tehillah amazed me with the quality of the end-user technical product manual and quick start guide she created for our new and innovative (soon to be released) communications system. She exceeded my expectations and I am happy to recommend her to anyone needing a technical writer." October 11, 2011 - *Top qualities: Great Results, Expert, Good Value*

Omri Navot, CEO at U.G.I Telecom LTD, Israel

"Teresa is able to see the big picture of a project, outline it, and execute with precision. Her support, ability to adapt to changes thrown her way, and good advice were vital to the project she was hired for. Therefore, I highly recommend Teresa, and will shortly be acquiring her talents again on additional projects." August 3, 2011 - *Top qualities: Great Results, Expert, High Integrity*

Elan Jamil, AntiVirus Software Sales Analyst, Greater New York City Area

"I hired Teresa to design and implement a new website for me. Though she was unfamiliar with my business she quickly picked up on what I needed and was able to put it together into the comprehensive website that I needed. She also provided training to me in managing the site. All work was done on time and she put in the extra effort to make the site excellent." June 14, 2011 - *Top qualities: Great Results, Expert, On Time*

Lou Brifman, Regional Developer at Franchise Development Group, Greater New York City Area

"Thank you for completing our user manual. I have looked it over, and I am very pleased. I appreciate your keen eye and your skill in regard to: - Improving the manual's ease-of-use, including the adding of unique devices that help the user easily understand points all along the way. - Conceptualizing the underlying goals from the standpoint of the end-user. - Raising the language accuracy and style significantly, including converting translated material that was sub-native to a "top-native" level and completing the project fast. We will not hesitate to turn to you again for future technical writing and editing projects." December 18, 2009

Howard Lear, Ph.D., Director of International Marketing, Deco Media Ltd. Helsinki, Finland

Senior Technical Writer & Bank Officer, AmTrust Bank

"Teresa is especially strong at process analysis and procedure development. She uses strong time management and technical skills to efficiently complete multiple project assignments. I received numerous favorable comments about Teresa. She leads by example - diligently working through issues and consistently producing high quality documentation." May 22, 2009

Joseph Bolterstein, AVP, Process Documentation Manager, AmTrust Bank

"When choosing people for a project team, Teresa is a person that I would select every single time. She did a fantastic job in getting all of the procedures done for an extremely difficult project. She was very professional and diligent, completing them on time. It was a pleasure working with her since she took responsibility with little to no supervision. There were many "obstacles" that we faced on this project. She is definitely someone I will request for work on my future projects. Without her, we would not have been a success." May 15, 2008

David Walter, Sr. Systems Project Manager, AmTrust Bank

"I have worked with Teresa dozens of times on projects over the past several years, and her performance has been consistently outstanding. She is detail oriented; she always meets project deadlines, and takes time to reach back out to clients with suggestions to make what has been requested even better in the interest of delivering a high quality product. If you are looking for a strong and capable resource to help manage your Intranet content, Teresa is someone you should definitely consider for the position." February 20, 2008

Scott Maloney, AVP Strategy & Execution, AmTrust Bank

Professional Memberships

- International Webmasters Association
- Jerusalem Web Professionals
- Jerusalem Business Network

Relevant Work Experience

Jul. 1990 – Present **Technical & Marketing Communications Consultant**

Providing the following services:

- **Technical Communications:** technical writing, online help systems, end user documentation, web site design/coding/marketing, blog creation/configuration/ghost writing, grant writing & reporting.
- **Marketing Communications:** social media marketing, PR/online reputation management, fund raising, content writing, content editing, and non-native English copy edit and proofreading for Anglo market.

May 2010 – Oct 2010 **Com4Com, Hod HaSharon, Israel**

English Content Manager

- **Technical Writing:** internal software application documentation and end-user online help.
- **Application development:** creation of HTML templates for software application, English editing of labels and wizard instructions, and QA.
- **Marketing Writing:** web content and a variety of electronic and print marketing collateral.
- **Training/Customer Service:** new account implementation and ongoing maintenance for international customer base. Training of US customers on software usage via web conferencing and VoIP.

Nov. 2004 – Jun. 2008 **AmTrust Bank, Cleveland, OH**

Senior Technical Writer and Bank Officer

- **Technical Writing:** creation-to-publication cycle of documentation for financial processes and new software rollouts. Projects included interviewing subject matter experts, business process analysis, technical writing, indexing, flow charts, online help, user guides, tutorials and training materials.
- As Department Lead I established publishing standards, edited staff's production, and troubleshoot technical issues in addition to mentoring co-workers.

Mar. 1999 - Jan. 2001 **Deloitte & Touche, Hermitage, TN**

Internet Content Editor for one of the Big Four leading professional services/accounting firms in the U.S.

- Research and consultation with clients regarding creation/maintenance of Internet, intranet, and extranet sites. Maintenance and indexing of department help system.
- Creation, analysis, copyediting, publishing, and quality reviews of content supplied in various formats and stages of development as HTML, DHTML, ASP, and PDF pages.

Other Experience

Oct. 1995 - Jul. 1997 **Business Development Manager & NBA Director for Lexington Inc., Johnstown, NY**
Jul. 1990 – Jun. 1993 **Director, Administration and Corporate Secretary for Xsirius, Inc., Marina del Rey, CA**
Apr. 1984 – Jul. 1990 **Manager, Sales Operations for Lumex, Division of Lumex, Inc., Bay Shore, NY**

Computer Expertise

Operating Systems & Environments: Microsoft Windows 2000/XP/Vista/7, Web Servers and MySQL databases.

Programming Languages: ASP, CSS, HTML, PHP, XHTML, XML

Software & Tools: Intermediate to Expert Level in Adobe Photoshop, Acrobat Professional, and RoboHelp; b2evolution blog ware, Corel Paint Shop Pro, cPanel applications, Cute-FTP, Microsoft Office, Project, Visio, Visual InterDev and SourceSafe; Oracle HRIS and Portal, osCommerce, SkyIndex, SnagIt, Wikis, WordPress and a variety of HTML editors.

Training & Certifications

2005 - 2011 Microsoft Partner – Small Business Marketing & Sales and Online Services

2008 - 2010 Touro College for Women, Memoir & Fiction Writing courses

2008 - 2009 Index West, Indexing refresher course

2008 oDesk Technical Writers Certification - scored in the top 10% worldwide (94th percentile)

2005 - 2006 International Webmasters Association - Web Business & Technologies Certifications

- Web Content Writing and Editing, Search Engine Optimization, Project Management, Legal Issues for Web Designers and Content Managers, Introduction to XHTML, Introduction to Designing Accessible Websites, Intermediate CSS, Introduction to XML, and Intermediate XML

1988 - 1989 Shilay Management Associates

- Manufacturing Requirements/Resource Planning (MRP I/II), Quality Products, Service & Information Systems

1988 - 1989 Suffolk County Community College

- Business courses in Lotus 1-2-3, Organizational Behavior, Personnel Management

Additional Information

Work Eligibility Status: Dual citizenship in the United States of America and Israel **English:** Mother Tongue; **Hebrew:** Basic.