

David E. Carter

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OBJECTIVE: Marketing Communications Writer / Producer

PROFESSIONAL SUMMARY:

Seasoned, versatile writer seeks full-time position helping SW or HW product teams achieve “sales nurturing” goals by producing and managing web content, videos, animations, documentation, and live trainings.

- ✓ My broad writing experience enables me to employ a multi-pronged approach, using a variety of tools, formats, and communication channels to develop content vehicles for a variety of audience learning modes and windows.
- ✓ My deep grasp of internal and external motivations enables me to deftly convey details and strengthen emotional bonds that keep an audience engaged in a narrative until they are persuaded to take action.

TECHNICAL EXPERTISE:

Desktop Publishing: MS Office (Word, Visio, Powerpoint, Excel), Adobe CS (Acrobat, Framemaker, Photoshop)

Collaboration Tools: Confluence, Jira, Dreamweaver, Bridge, Subversion, Sharepoint, Agile, Google Docs

LMS Environments: Coursera.org, Lynda.com, Udemy.com, Workday, Success Factors, SAP

Social Platforms: Facebook, LinkedIn, YouTube, IMDB, Wordpress, Indiegogo, Kickstarter, Patreon, Vimeo

WORK EXPERIENCE:

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|--|------------------------|-------------------------------|
| Harebrained Schemes (Saratoga, CA) | 1996 to Present | Founder, Producer |
| <ul style="list-style-type: none">• Producing independent films, writing screenplays, designing games, and promoting “lean” business ideas. | | |
| Think Surgical (Fremont, CA) | Dec 2017 to Present | Staff Tech Writer |
| <ul style="list-style-type: none">• Producing labeling and user manuals for medical devices used during robot-assisted hip and knee replacement. | | |
| Tesla (Fremont, CA) | Oct 2014 to Oct 2017 | Senior Tech Writer |
| <ul style="list-style-type: none">• Implemented a cost-effective content creation system (with MS Office, Subversion, Jira, Confluence, & Bridge) for documenting procedures associated with workcenters that build and assemble powertrain components. | | |
| Randstad Technologies (Woburn, MA) | July 2013 to Jan 2014 | Consultant |
| <ul style="list-style-type: none">• Designed and implemented measurable quality enhancements to in-product content and internal process flows for the VMware Ecosystems Engineering Program Management team and the Intel Privacy Office. | | |
| SanDisk (Milpitas, CA) | May 2005 to May 2013 | Staff Technical Writer |
| <ul style="list-style-type: none">• Enabled low overhead by singlehandedly producing programmer and sys admin guides, release notes, and online help for API, CLI, & GUI components of an enterprise storage solution that featured solid state drives.• Reduced by 90% the manhours required to produce award-winning IEEE white papers, application notes, data sheets, hardware design manuals, and ISO 9000 procedures for industry-leading NAND flash devices. | | |
| Xilinx (San Jose, CA) | Jan 2000 to March 2005 | Tech Pubs Manager |
| <ul style="list-style-type: none">• Led a dispersed team of writers delivering ISO-compliant data sheets, user guides, application notes, and training material for next-gen programmable logic devices, within forecasted time and budget constraints. | | |
| Legato Systems (Palo Alto, CA) | 1997 to 1999 | Lead Tech Writer |
| <ul style="list-style-type: none">• Produced system administrator guides for an enterprise-wide data storage and retrieval tool. | | |
| Parcplace-Digitalk / Objectshare (Sunnyvale, CA) | 1996 to 1997 | Senior Tech Writer |
| <ul style="list-style-type: none">• Produced programmer guides for a Java-compatible object-oriented application development system. | | |

EDUCATION: **B.S. Business Administration** (Marketing Concentration) - **University of Delaware**

- Earned majority of credits in an **engineering** curriculum at the **U.S. Military Academy**, West Point, NY, before transferring (Honorable Discharge) to the University of Delaware.
- Studied **C Programming Language** at Mission College, Santa Clara.
- Completed Wesleyan University’s **Social Psychology** course (on Coursera.org) and earned a **Gamification Expert** certification (on Udemy.com) to understand how situational biases and intrinsic or extrinsic motivations can be used to encourage desirable customer, partner, and employee behavior.