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**Web Site:** <http://www.albertsalerno.com/GraphicSolutions.htm>

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## SKILLS

I provide writing, editing, and web design services, including:  
marketing communications  
copywriting and copy editing  
web site design and web content  
technical writing  
journalism

Documents I have produced include:  
procedures manuals  
training scripts  
web pages (design, functionality and content)  
sales collateral and promotional brochures  
copy for e-commerce sites and print media  
magazine and web articles

## SOFTWARE

I have skills in the following software applications:  
MS Office 2000 Suite (*MS Word, MS Outlook, MS Excel, MS Visio, MS PowerPoint, MS FrontPage, MS Project*)  
Photoshop 7.0  
Dreamweaver MX  
Adobe Illustrator  
PeopleSoft  
RoboHelp  
InDesign  
Quark Express  
FTP client applications  
Adobe Acrobat

I can edit HTML source pages and am proficient in both PC and Apple environments. I have excellent interviewing skills, and comfortable with all levels of management.

## EXPERIENCE

**March 2003 - Present** **Self-Employed** **San Francisco, CA**  
Have completed a variety of projects for private clients including web design, graphic design, copywriting, tradeshow booth design for Corigent Systems, image-enhancement in Photoshop. Also designed music CD packages and wrote and designed promotional packs to accompany them in the marketplace. Examples can be seen on my web page: <http://www.albertsalerno.com/GraphicSolutions.htm>

**July 2002 – March 2003** **Visa/Inovant** **Foster City, CA**  
(Contract) Business Development Communications. Responsible for building a repository of collateral materials to highlight Visa's processing accomplishments, introduce new capabilities, and outline future

activities. Design and develop intranet site to serve as a repository of Service Level Agreements, Financial and Volume reports, and marketing templates for use by worldwide Visa members. Produce external communications to customers and end users (newsletters, graphic presentations, ad-hoc customer notices), and internal communications (funding initiatives, strategy planning tools, service level agreement templates, training materials). Position involves constant coordination with the Corporate Communications group to ensure internal and external messages are synchronized.

**Oct. 2001 - March 2002** **Bank of America** **San Francisco, CA**

(Full-time) Marketing/Communications Writer. Developed and maintained core Merchant Services copy for use in various deliverables, both electronic and print. Designed product sales collateral; drafted and published project communications; performed ongoing inventory management; transformed complex product information into accessible marketing messages. Responsible for development, design, printing and distribution of quarterly newsletter.

**March 2000 - May 2001** **Wildbrain.com (Exoplex)** **San Francisco, CA**

(Full-time) Webmaster/designer for commercial animation web site. Duties included designing pages in Dreamweaver and FrontPage, performing daily site maintenance, uploading site files via FTP Voyager, enhancing graphic images in Photoshop and Flash, copywriting and editing, QA testing and improving site functionality across various browser platforms.

**Jun. 1999 - Feb. 2000** **Audiohighway.com** **Cupertino, CA**

(Full-time) Senior Writer. Produced content for music/entertainment web site with aggressive update schedule. Wrote music, literature and entertainment features, product descriptions for e-commerce section of site, headlines, captions, promotional blurbs, email newsletters, online help, workflow forms style sheets, and homepage 'teasers,' designed to attract viewers to the site.

**Feb. - Nov. 1998** **East Bay Municipal Utilities District** **Oakland, CA**

(Contract) Technical Writer/Trainer. Worked with PeopleSoft team to develop training documentation for company-wide implementation of PeopleSoft system (PeopleTools). Tailored procedures for use by various project groups. Prepared and assisted in train-the-trainer sessions and helped non-writers prepare procedures documents for their staff.

**Jan. - Sept. 1996** **VISA International** **Foster City, CA**

(Contract) Technical Writer. Wrote, edited and published bi-annual technical publication for audience of VISA member banks, describing detailed systems and strategy changes affecting members worldwide. Designed user documentation for reconciliation system. Created test script scenarios and participated in systems testing. Designed and produced presentation materials, procedures, reference guides and technical specifications.

**Feb. 1981 - May 1995** **Wells Fargo Bank** **San Francisco, CA**

(Full-time)

*Consumer Checking Systems:* Served as senior technical writer on several project teams. Produced feasibility studies, requirements documents and technical specifications; designed promotional materials and desk-level training aids for various application systems; analyzed user documentation needs, documented system installations, and created data flow diagrams. Documented system installations, produced feasibility studies, requirements documents and training materials, designed promotional materials and desk-level training aids for various application systems. Created online instructional guides in RoboHelp.

*Credit Card Marketing Group:* Wrote and edited copy for marketing materials. Conducted branch incentive campaign. Supervised three administrative assistants. Designed in-house campaign (posters, brochures, photos, newsletters) to address division-wide relocation issues.

**OTHER**

From 1990 to 1998, I contributed approximately 40 feature articles and music reviews to BAM Magazine and have recently contributed articles to Discoveries Magazine and websites such as Intraware.com,

Audiohighway.com, and Verde.com.

## **RECENT PROJECTS**

Edited full-length book, *Art in Other Places*, by Bill Cleveland, published by University of Massachusetts' Arts Extension Service.

Contributed feature article "Shawn Phillips" which appeared in Discoveries, January 2000  
<http://www.shawnphillips.com/Discoveries.pdf>

Contributed articles "What Every Web Designer Needs to Know" to Intraware.com and general-interest features to Verde.com

Designed CD packages: "Hall of Sound" by Vince Littleton, "A Few Good Moments" by Paul Hackworth, "Every Now and Then" by Mary Holland

Designed and maintain the following web sites, among others:

<http://www.northernlightsrecording.com>

<http://www.duartemusic.net>

<http://www.vincemusic.com/>

<http://www.loraleechristensen.com>

<http://www.salernosigns.com>

<http://www.happynoterecords.com>

<http://www.corporatemusicgifts.com/>

**Personal references, writing and art samples will be furnished upon request.**