

AL GEIST

2251 N. Rath Road, Ludington, MI 49431-0087

Phone: 231-301-5770 E-mail: al@geistarts.com Web: www.geistarts.com/technical

Skills Summary

- Communication and documentation strategist with extensive experience in print and online documentation design, production, publications management, and marketing collateral
- Superb writer with recognized skills in creating detailed process and product descriptions of complex manufacturing systems
- Experienced working remotely as part of a global team
- Experienced with:
 - **Office Suites** - Microsoft Office, WordPerfect Office, Libre Office
 - **Graphic Design** - Adobe (Photoshop and Photoshop Elements, Illustrator; InDesign, FrameMaker and Acrobat), CorelDraw Graphics Suite, Scribus, SnagIt
 - **Platforms, Programming Languages** - Microsoft (MS-DOS through Windows 10), UNIX, Pascal, Fortran, VAX Assembly, Peer-to-Peer and Client/Server networks, and Cisco Citrix
 - **Web Design - Online Help** – Adobe (Dreamweaver, Fireworks and RoboHelp), HTML-4.0, CSS, SEO, ComponentOne Doc-To-Help, and XML
 - **Internet Browsers** - Mozilla Firefox, Opera, Chrome
 - **Photography** - Digital and 35 mm film, scanning, and restoration

Keywords

Senior Technical Writer, Publications Management, Documentation (Hardware and Software), SolidWorks (eViewer), Microsoft Office, Corel, Adobe, Wiki, Blog, SEC/GEM, Doc-to-Help, Photography, Printing, Online, SEMI, ISO-9000, microelectronics, MEMs

Experience

West Shore Community College, Scottville, Michigan (2013-2015)

Instructor (Contract)

<http://www.westshore.edu/>

- Conceived, developed, and instructed following classes for the Community and Personal Enhancement programs:
 - Microsoft Word For Everyday Users
 - Microsoft Word for Business
 - Basic Computer Systems and Applications (hardware/software, applications, networking basics, and system and identity protection)
 - Shoot Pictures Like a Pro (photography for beginners)
 - Beginning and Advanced Grant Writing classes addressing both small non-profits and for-profit businesses

Media1, Grand Haven, Michigan (2013)

Sr. Technical Writer (*Geist Arts Direct Contract*)

<http://www.media1.us/>

- Produced User Guide to supplement a Power Point-based training program for HP's SmartStream Production Center workflow application (Beta version)
- Work was performed remotely using web meetings for program demonstrations with occasional face-to-face meetings at Media1.

SUSS MicroTec, Sternenfels, Germany

(Through Williston, VT office)

Technical Publications Manager/Sr. Technical Writer (*Geist Arts Direct Contract*)

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

2006-2012

- Managed technical publications for U.S. operations, including personnel resources, scheduling
- Created and managed content styles, and templates for products ranging from stand-alone wafer bonding machines to complex robot controlled multi module wafer processing systems
- Mentored junior writers
- Develop hardware/software documents for complex microelectronic manufacturing systems
- Worked closely with technical writing group in Germany and engineers/programmers in Asia, Europe, and across North America

Efficiency Vermont, Burlington, VT

Technical Writer/Online Help/Wiki Development (*Geist Arts Direct Contract*)

<http://www.encyclopedia.com/pages/>

2005-2013

- Developed wiki for controlling the transfer of energy efficiency information collected by Vermont Energy Investment Corporation to other customers
- Created wiki for Pace Vermont, designed to help communities develop Property-Assessed Clean Energy (PACE) Districts and assist wiki members (government, residential and commercial) navigate the many regulations and programs developed to help with the implementation and cost of energy efficiency improvements
- Used Doc-to-Help to develop single-source reference guide and Help for Knowledge-Based Information Technology Tool (KITT), an innovative energy efficiency program developed by the Efficiency Vermont.

IBM, Burlington, VT (W2 Contract Position through CTG, Inc.)

Technical Writer/Editor

[\(http://www.ibm.com/us/en/\)](http://www.ibm.com/us/en/)

2006

- Used FrameMaker (with SGML) to edit, format and prepare for publishing (electronic and print) detailed design manuals and technology evaluation reports for advanced microelectronic devices.

Lectrosonics, Inc., Albuquerque, NM

Media Producer/Webmaster/Technical Writer

[\(www.lectrosonics.com/\)](http://www.lectrosonics.com/)

2004-2005

- Used Dreamweaver to redesign corporate website resulting in documented 200% increase in traffic.
- Created B2B and B2C marketing materials integrating the Internet, marketing CD-ROMs, and printed product brochures into a cohesive message as part of corporate branding campaign.

BLM-Alaska (W2 Contract Position through Remtech Services, Inc., Littleton, CO)

Technical Writer

2002-2003

- Refocused and managed development of web-based Help and associated printed user guides for large spatial database management system

Other Professional Experiences

- Brooks Range Contract Services – Sr. Proposal Developer for Federal, state, and local contracts
- Fairbanks North Star Borough – Road Commissioner (Volunteer position)
- Alaska Legal Services Corporation - Web Coordinator
- University of Alaska, School of Fisheries and Ocean Sciences – Academic Services Supervisor
- AlasCan Systems International, Inc. – Marketing Director/Secretary Board of Directors
- Fairbanks Arts Association – Editor/Media Director
- Alaska Natural Energy Institute – Founding President
- Alaska Video Productions – Scriptwriter/Field Producer
- Stellar Communications, Inc. (dba Mushing Magazine) – Co-founder/Marketing Manager/Writer

- Zehntel, Inc. – Sr. Technical Writer/Writing Group Supervisor

Awards

- Goldie Award (Producer), Alaska Broadcasters Association.
- Chuck Keim Award for Excellence in Magazine Journalism.

Publications/Video

Seminar Host – Municipal Composting Alternatives (presented to Fairbanks North Star Borough Council and interested community members)

Scriptwriter/Producer - Arctic Man Ski and Sno Go Classic

Field Producer - Yukon Quest 1,000 Mile International Sled Dog Race

Panel Member – Publishing in the Far North seminar

Contributor to *Alaska Journal of Commerce*, local and regional newspapers, and magazines

Managing Editor/Photographer, Sun Star, University of Alaska Fairbanks student newspaper

Co-author - *Frontier Energy, Appropriate Technology in Alaska: 1979-1984*, State of Alaska

Education

- BA Journalism, University of Alaska Fairbanks. (Minor, Computer Science)

Memberships

- Ludington Area Center for the Arts

Military

- U.S. Navy, Communications Technician, Honorable Discharge