

Strengths

- Copy editing and persuasive writing
- Blogging / web publishing
- Process improvement
- Marketing, branding, and proposal coordination
- Document management and quality control

Summary (1996 – 2016)

Eric Lenderman is a senior writer and editor with 19 years of experience in marketing, advertising, public relations, and online publishing. His experience spans a variety of industries, including software development, email marketing, medical, manufacturing, and environmental science.

Achievements

Proposal Development – Teamed with an international satellite imagery provider to create a winning proposal that led to the signing of a \$2M oil & gas contract.

Business Requirements – Created customer personas critical to the development of user-interface (UI) software for an international medical device manufacturer.

Quality Control – Developed, documented, and implemented a quality-control process to ensure delivery of accurate, functional email marketing campaigns for a leading database marketing agency.

Process Improvement – Cut 65 hours from the monthly publishing cycle and eliminated production-related errors through optimization of Visual Basic production software for an international software development company.

Experience

Senior Editor & Writer

eric-lenderman.com

Louisville, CO | 2007 - present

- Clients include:
 - Medtronic, Inc. - technical articles, feature stories
 - OpenWacca - search engine optimization (SEO) auditing
 - Spatial Energy, Inc. - proposals, résumés
 - Trimble Navigation Limited - white papers, photo shoots, marketing collateral
 - Clear Technology - sales presentations
 - SJM Communications, Inc. - brochures, web content
 - Watershed Science and Design - proposals, résumés
 - Heidi Wicks, Inc. - corporate brochure
 - Brand M Studios - sales presentations

Marketing Systems Manager

Ecology & Environment, Inc.

Boulder, CO | 2008-15

- Managed and completed technical editing and quality control (QC) for select client reports
- Coordinated and oversaw many aspects of the proposal process, including content development, graphics, figures, Gantt charts, editing, formatting, production, style, branding, and delivery
- Wrote and edited company qualifications including SOQs, project descriptions, and staff résumés
- Managed corporate website content

- Trained employees on internal proposal / project tracking system
- Developed and maintained templates for proposals, SOQs, sales presentations, résumés, and letterhead
- Calculated, tracked, and reported quarterly marketing projections using Excel pivot tables
- Edited and maintained SF330 résumés, project descriptions, and related federal submittal materials
- Monitored RFP / RFQ / RFI / IDIQ alerts on various procurement websites
- Implemented cross-office use of proprietary cost-estimating spreadsheet
- Managed, organized, and tracked industry conference / trade show presence and participation
- Implemented Google Analytics initiative; tracked web traffic & developed SEO strategy

Marketing Copywriter**Medtronic, Inc.**

Louisville, CO | 2004-07

- Teamed with legal / regulatory departments to develop document control and compliance processes
- Created and implemented marketing communication style guide
- Wrote and edited internal & external marketing materials
- Developed and maintained a system to catalog company trademarks

Email Content Specialist**Curis, Inc. (now Merkle, Inc.)**

Denver, CO | 2002-04

- Developed, managed, and executed quality-control processes for email marketing campaigns; Clients included MBNA, BLOCKBUSTER & TIAA-CREF

Sr. Production Coordinator**Rational Software Corp. (now IBM)**

Boulder, CO | 2000-02

- Managed and trained a freelance team of three editors and two production assistants
- Coordinated annual technical editing of 75 software training manuals
- Created, implemented, and managed style guides

Marketing / PR Writer**French & Rogers, Inc.**

Troy, MI | 1998-2000

- Managed production of marketing & public relations materials for agency's 2nd largest client (\$1.6M /yr)

Marketing / PR Writer**Brennan Marketing Communications**

Troy, MI | 1997-98

- Wrote and edited public relations, advertising, and technical marketing materials

Copywriter**Internet Dimensions, Inc.**

Fenton, MI | 1996-97

- Wrote and edited web content, training materials, and software installation manuals

Skills

- Experienced with *The AP Stylebook*, *The Chicago Manual of Style*, and *The Microsoft Manual of Style*
- Proficient with MS Office, Adobe Acrobat & content management systems (CMS), social media (LinkedIn, Facebook, Twitter, Instagram), and WordPress (front end)
- Familiar with Google Analytics, Adobe InDesign, MS Project, Visio, SharePoint, and SQL Server, and HTML 5

Education

- 90 credits completed towards B.A. in Journalism
Oakland University, Rochester, MI and the **University of Colorado at Boulder**