

**KERRY DOYLE**  
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## **OBJECTIVE**

Utilize writing proficiency to provide cogent analyses of the newest digital trends and technologies in the form of white papers, reports, case studies and articles.

## **APTITUDES**

Technology Content Creation, Web/Print Editorial, Journalism/Writing/Editing

## **TECHNOLOGY**

Proficiency with HTML/XML, ASP, FTP, CGI scripting; experience with Mac/Windows; Enterprise 2.0; MS Office/Project/PowerPoint, Illustrator, Homesite.

## **NOTABLE SKILLS**

- Skilled at organizing and developing all forms of content, marketing materials, and Web copy with superlative written and verbal abilities.
- Publishing professional with over 15 years experience, including website redesign, online/hard marketing, content management, and multimedia implementation.
- Ability to successfully synthesize and communicate in-depth technical information via oral and written expression to high-level editorial, C-suite, and general business audiences alike.

## **WORK EXPERIENCE**

### **INDEPENDENT TECHNOLOGY ANALYST/WRITER**

**Mobility, Cloud, IoT, Virtualization, Big Data, Networking** *January 2009 to Present*

- Create marketing content (articles, case studies, white papers, Web content) for range of clients, including TechTarget, IDG, Global Knowledge, and UBM TechWeb.

### **THE MONITOR GROUP, INC. – eMONITOR**

**Business/Case Writer** *September 2008 to January 2009*

- Synthesize complex business models and theory, write marketing-based content for Monitor's proprietary e-learning platform, Leverage Point Management tool.
- Conduct interviews with leading marketing professionals; incorporate source materials and compose case studies detailing business "success stories;" script/develop Flash simulations.

### **DOUBLE O PUBLISHING, INC.**

**Senior Editor** *September 2007 to July 2008*

- Wrote/edited content and managed editorial production; collaborated with managing editor, art and production teams to create ESL education instruction and learning materials for K-12.
- Mastered learning technologies, designed and created online and classroom training.

### **THOMSON LEARNING ELT**

**Project Manager/Consultant** *February 2007 to August 2007*

- Project managed Web-based content creation and production schedules for offshore and U.S. vendors to meet product-performance benchmarks and mission-critical delivery deadlines; led production tasks, including QA, copy editing, and maintaining technical and design accuracy.

### **HOUGHTON MIFFLIN CO. – INSTRUCTIONAL TECHNOLOGY GROUP**

**Editor/Project Manager** *January 2005 to February 2007*

- Functioned within a team of editors, programmers and designers to create online tools and content that enhance Web educational experiences for primary- and secondary-level students.
- Lead team meetings for strategizing elegant solutions to Web product design; ensured that Web learning tools support HMCo. texts; established production schedules adhering to tight deadlines and budgetary constraints.
- Determined freelance needs, evaluated performance, monitored schedules, and costs.

## **PURCHASING MAGAZINE – REED ELSEVIER BUSINESS PUBLISHING**

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### **Production Editor**

*April 2004 to January 2005*

- Collaborated with managing editor, art director and staff writers to create content; directed editorial production of magazine using QuarkXpress and proprietary publishing tools.

## **HARVARD BUSINESS SCHOOL – MARKETING AND COMMUNICATIONS**

### **Editor/Project Manager**

*August 2003 to April 2004*

- Managed multiple marketing projects for HBS academic departments, including print media, Web content, and site redesigns; wrote and implemented marketing strategies for departments.
- Designed, assembled and maintained marketing materials for promoting HBS worldwide; wrote advertising content in variety of styles, from brochures and catalogues to research white papers.

## **CLASSWELL.COM – HOUGHTON MIFFLIN CO.**

### **Copywriter**

*August 2002 to January 2003*

- Worked as editorial liaison between Classwell's editorial and marketing departments; responsible for uniformity of content, style, and organization in both print media and website content.

## **CNET.COM/ZDNET.COM – DOWNLOADS CHANNEL**

### **Senior Editor**

*January 1994 to May 2001*

- Key member of editorial team; managed multiple projects integrating interests of business development, content editors and design departments; directed brand strategy and marketing plan for ZDNet Downloads.
- Business development manager responsible for initiating, designing, and maintaining partnered websites for clients, such as AOL.com, Yahoo.com, Washington Post, and Microsoft.
- Designed and created Web pages; maintained content databases; tested and implemented site-wide content redesigns, and handled end-user requests for technical support.

## **PCWEEK MAGAZINE – ZIFF-DAVIS PUBLISHING**

### **Reporter/Technical Writer**

*December 1990 to January 1992*

- Researched and wrote news articles concerning all aspects of PCs; arranged interviews and authored articles on a variety of topics including networking, B2B, and e-commerce.

## **ACADEMIC EXPERIENCE**

### **UNIVERSITY OF MASSACHUSETTS** *December 2000 to January 2003*

Adjunct Professor of English

Critical Skills Writing

- Instructed students in research methods and forms of academic writing in preparation for advanced university work; taught students to use personal perspective in continuing a dialogue and analysis of various authors.

## **FELLOWSHIPS**

### **ATLANTIC CENTER FOR THE ARTS**

*March 2004*

Atlantic Center for the Arts Writing Award

### **CAMARGO FOUNDATION, Cassis, France** *January 2003 to July 2003*

Camargo Foundation Writing Fellowship

## **EDUCATION**

M.F.A. Writing, George Mason University. 1993

B.A. Comparative Literature: French/English, Boston University. 1987

## **PERSONAL INTERESTS**

Cycling: Completed Boston, MA to Seattle, WA solo bike ride in 2003.

Music and Poetry: Proficient guitarist and singer; first poetry ms. complete/2nd in progress.

Nature Hiking: Avid all-season hiker; graduate of Colorado Outward Bound skills course.