

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 online articles.

APTITUDES

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

NOTABLE SKILLS

- Skilled at organizing and developing all forms of online content and marketing materials (white papers, reports, infographics, etc.) with superlative written and verbal abilities.
- Publishing professional with over 15 years experience, including online/hard marketing, content management, and multimedia implementation.
- 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, AI, Big Data, Networking *January 2009 to Present*

- Create marketing content (articles, case studies, white papers, paid content) for range of clients, including TechTarget, Informa, IDG, Forbes, and WSJ.

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 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.

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 cycling trip.

Music and Literature: Proficient guitarist and singer; published poet.

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