

## Phillip L. Block

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### Technical Communications Specialist

#### Technical Writing

- Authored and maintained software documentation
  - GE Healthcare
  - Manpower, Inc.
  - MGIC
  - QuadTech, Inc.
  - Wisconsin Paper Group
  - EMS Solutions, Inc.
- Designed and produced online help systems
  - West Bend Mutual
  - Metavante, Inc.
  - GraySoft, Inc.
  - Mercury Marine, Inc.
  - MGIC
- Authored maintenance guides for web sites
  - WACKER Corp.
  - BASF Automotive Coatings
  - West Bend Mutual

#### Business Analysis

- Requirements; use cases; navigation design; developer specifications (web/intranet projects)
  - West Bend Mutual
  - Northwestern Mutual
  - WACKER Corp.

#### Marketing Communications

- Authored product literature, brochures, direct mail
  - CPU
  - GraySoft, Inc.
  - Compuware Corp.
  - EMS Solutions, Inc.
- Wrote trade journal articles; created and placed trade journal advertisements
  - GraySoft, Inc.
  - EMS Solutions, Inc.

#### Education and Affiliations

- Bachelor of Science, Business Administration  
Michigan Technological University, Houghton, MI
- International Institute of Business Analysis (IIBA)
- Over 75 online courses in software applications, communications, business analysis, web design and development, operating systems, and general computing/IT concepts (transcript upon request)

#### Employers

- Compuware Corporation
- Computer People Unlimited (CPU)
- Gray-Soft, Inc.
- Effective Management Systems (EMS) and EMS Solutions, Inc.
- ARAMARK (formerly ARA Services, Inc.)

#### Web Site Design & Development

- eCommerce web site prototype design
  - WACKER Corporation (eBusiness Initiative)
  - Harken Yacht Equipment (online store)
- Created prototype intranet web site designs
  - Godfrey & Kahn
  - West Bend Mutual
  - Wisconsin Health Information Network (WHIN)
  - Rockwell Automation
  - Compuware Corp.
- Led production HTML development for multi-site BASF Automotive Coatings *Virtual Information System* (extranet)
- Updated and maintained corporate intranets
  - Johnson Controls, Inc.
  - TMP Worldwide
  - Guaranty Bank
  - WHIN
- Produced web page designs, graphics, and content
  - The Great Circus Parade, Inc.
  - Circus World Museum
  - Fox Cities Chamber of Commerce
- International Society for Technical Communication presentation: *A Year in the Life of a Web Site* in Toronto, Ontario, Canada (Compuware Corp.)

#### Training Programs

- Created and facilitated employee training programs
  - QuadTech Inc.
  - GraySoft, Inc.
  - ARAMARK
  - Compuware Corp.
  - EMS Solutions, Inc.
- Wrote training presentations, handouts, job aids
  - Johnson Controls
  - Aurora Health Care
  - ARAMARK
  - QuadTech, Inc.
  - Miller Brewing Co.
  - EMS Solutions, Inc.

#### Software Competencies

- Technical Writing
  - Adobe FrameMaker; Acrobat
  - Microsoft Word and Publisher
- Photography and Graphics
  - Adobe Photoshop, Lightroom; Paint Shop Pro
- Microsoft Office Suite
  - PowerPoint, Excel, Outlook, Visio, Sharepoint
- HTML and XML
  - Dreamweaver; HomeSite; FTP tools
  - Hotmetal Pro; Microsoft FrontPage
  - PTC Arbortext Editor
  - empolis Content Lifecycle Suite