

# Curtis Foreman

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## Overview

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I'm an experienced, talented, ambitious communications professional with extensive experience as a writer, editor, technical writer, instructional designer, project manager, web publisher, and Internet marketer.

## Career Profile

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Since 2001, I've been crafting a portfolio of communications, publishing, and Internet marketing projects that engage audiences and get results.

Most recently, as Manager of Information Product Development at the Internet Marketing Center, I managed research, writing, editing, design, and production of two flagship multimedia courses that generate millions of dollars in sales revenue each year. Leading a team of seven in-house creative professionals, I was also responsible for liaising with consultants, design contractors, and acting talent, and for negotiating six-figure production contracts with printing and production companies.

Before working as a project manager, I developed my skills, experience, and industry knowledge by delivering a wide range of successful projects as a writer, editor, technical writer, instructional designer, project manager, web publisher, and Internet marketing expert.

## Professional Skills

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### Management Skills:

- Project planning • Project management • Team leadership
- Top grading • Interviewing • Hiring

### Marketing Skills:

- Internet marketing • Direct response copywriting • Email marketing • Social networks
- Blogging • Search engine optimization • Pay-per-click advertising

### Writing Skills:

- Copywriting • Article writing • Interviewing • Technical writing • Script writing
- Marketing communications • Reporting • Instructional development

### Editorial Skills:

- Editorial project planning and management • Substantive editing
- Copyediting • Proofreading • Indexes • Glossaries

### Web Development Skills:

- Web project planning and management • Multimedia development
- Website design and hosting • HTML • CSS • RSS • FTP

## Software and Internet Skills

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### Operating Systems:

- MS Windows • MS Vista
- Mac OSX

### Web Publishing:

- Wordpress • Aweber • Blogger
- SmartFTP • CPanel

### Microsoft Software:

- Word • Outlook • Excel • PowerPoint
- Project • FrontPage

### Apple Software:

- Mail • iMovie • iDVD • iPhoto
- Calendar • Contacts

### Techsmith Software:

- Camtasia, SnagIt

### Web Browsers:

- Internet Explorer • Safari • Firefox
- Flock • Chrome

### Adobe Software:

- Acrobat • Dreamweaver • Photoshop
- Captivate • RoboHelp • InDesign

### Google Web Applications:

- Adwords • Analytics • Docs • Reader
- Gmail • Maps • Webmaster Central

### Social Networking Applications:

- Twitter • Flickr • Facebook • MySpace
- LinkedIn • Digg • StumbleUpon
- del.icio.us

## Experience

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### Communications and Editorial Consultant

[Jan 2001 – present]

*Foreword Communications • Vancouver*

- Consult with companies, publishers, and authors to plan and develop marketing communications, publishing projects, and websites
- Services include project planning, marketing, website development, information product development, copywriting, article writing, and book editing
- Clients include InternetMarketing.com, Summit Studios, Alive Magazine, Leap Marketing, SleepSense.com, PharmaCareerGuide.com, and more

### Manager of Information Product Development

[Mar 2007 – Mar 2008]

*The Internet Marketing Center • Vancouver*

- Launched two multimedia products that generate millions of dollars in annual sales revenue
- Managed team of seven creative professionals; responsible for hiring, performance reviews, project management, contract negotiation
- Coordinated and liaised with consultants, acting talent, design contractors, video companies, and printing/production houses

### Software Project Coordinator

[Apr 2006 – Feb 2007]

*The Internet Marketing Center • Vancouver*

- Planned, managed development, and coordinated launch of three software products and one web-based application that generate millions of dollars in annual sales revenue

- Responsible for product development from customer surveys and requirements documentation through interface development, testing, and marketing launch
- Worked with executive team, software developers, technical support staff, and customers to develop usable, effective, valuable software

### **Software Documentation Specialist**

**[Feb 2005 – Mar 2006]**

*The Internet Marketing Center • Vancouver*

- Planned, developed, and maintained multimedia support documentation and user interface content for four software products
- Created documentation including software support website, printed instruction manuals, online video tutorial series, and embedded help within applications
- Worked with software developers and technical support team to plan, manage, and optimize delivery of software support

### **Writer / Content Developer**

**[May 2004 – Jan 2005]**

*The Internet Marketing Center • Vancouver*

- Wrote articles, interviews, and other content for MarketingTips.com, Entrepreneur.com, and SecretsToTheirSuccess.com
- Pieces included instructional articles, eBook chapters, interviews, email newsletter content, marketing collateral, and direct response copy
- Topics included Internet marketing, search engine optimization, online advertising, and business development

### **Copyeditor**

**[May 2003 – Jun 2003; Nov 2003 – Apr 2004]**

*The Internet Marketing Center • Vancouver*

- Edited company publications and materials including websites, courses, eBooks, and email newsletters
- Developed and maintained company style guide

### **Technical Writer / Editor**

**[Jul 2003 – Oct 2003]**

*Future Shop / Best Buy Canada • Vancouver*

- Maintained and developed content for company intranet help site with 10,000+ web pages
- Liaised with support and technical staff to document support procedures
- Translated notes, schematics, and interviews into clear, usable, illustrated support documentation

### **High School Teacher / Teacher-On-Call**

**[Mar 2001 – Apr 2003]**

*British Columbia School Districts 44 and 36 • North Vancouver and Surrey*

- Taught high school classes in subjects including English, English Literature, Creative Writing, History, and Library Sciences

## Education

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### **British Columbia Institute of Technology** [2007]

Computer Systems Coursework:

- COMP 1850 - Web Development and Design
- COMP 7021 - Graphics in User Interface Design

### **Editors' Association of Canada** [2001 – 2004]

Writing and Editing Workshops:

- Developing a Writing and Editing Business
- Design and Print Production
- Copy Editing
- Academic Editing
- Eight Step Editing

### **University of British Columbia** [2001]

Bachelor of Education – Secondary English

### **University of British Columbia** [1998]

Bachelor of Arts – English Honours Program

## References

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### **Dwain Jeworski**

*Former VP Marketing, The Internet Marketing Center*

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### **Christina Newberry**

*Former Director of Information Product Development, The Internet Marketing Center*

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### **Matt Jackson**

*CEO, Summit Studios*

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### **Elizabeth Wilson**

*Product Development Editor, The Internet Marketing Center*

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