

**ART CAMPBELL**  
4 Cliff Street  
Plymouth, MA 02360  
978.302.1889    artc@artc.net

## Skills Summary

---

**Develops documentation strategically both** to reflect the company culture and to instill high quality documentation as a part of the company culture.

**Focus on quality and impact** of content both as a discrete product and as a key component of other products.

**Experienced journalist and storyteller who uses words, pictures, and video** to deliver complex technical material so readers quickly find, understand, and master concepts and procedures.

**Team-building project manager** who builds consensus among diverse stakeholders and **brings projects in** on time and budget.

**Hands on and comfortable with both hardware and software.**

**Adept at understanding business problems and requirements** and presenting solutions provided by hardware and software to internal technical audiences and end users.

**Customer advocate** who learns the audience's needs, tasks, and learning styles and uses that to deliver tailored information that answers questions and solves problems.

**Comfortable and efficient working locally and remotely** with culturally diverse and geographically dispersed teams using **Agile and waterfall development** strategies.

**Comfortable and experienced developing information architectures** that reflects the client organization and addresses multiple audiences. Great toolsmith skills to **solve problems** and **fix broken processes**.

---

## Education

---

Post-Master's Fellowship    Poynter Institute for Media Studies in St. Petersburg, Florida  
in Media Management and Entrepreneurship

M.S. Journalism    Ohio University in Athens, Ohio  
Concentrations in magazine editing and electronic media    Thesis: *Microcomputer Use by Daily Newspapers*

B.A. Communications    Antioch College in Yellow Springs, Ohio

---

## Technologies

---

### Operating Environments

Windows desktop and client/server  
UNIX (Solaris) and AIX, clusters  
Red Hat Linux Enterprise, CentOS, clusters  
Debian and other embedded Linux  
VM Ware  
Cisco and similar CLI-based network equipment operating systems  
Some Android

### Server, Client/Server, Virtual

Software-as-a-Service products; network security applications and appliances; AAA/RADIUS clients and servers; storage array management: virtual storage, deduping, disaster recovery.  
Web: Apache, WordPress, Confluence, Drupal, IIS, SharePoint. Local and server-based help.  
508 compliant content.  
Shell and some web / PHP scripting  
DBs: MySQL/MySQL Cluster, Oracle and OHI

### Networking

Familiar with routers, switches, network and cloud storage, and security appliances.  
Layer 1 and 2 LAN/WAN: ATM, Ethernet, MPLS, WiFi, cellular  
Layer 3 and 4 services: security applications, video/voice over IP, VPNs, distributed applications, middleware, storage appliances, etc.

---

## Professional

---

**Technical Writer**  
**Wärtsilä**  
**Energy Storage & Optimization**  
**2024-Current**    **Herndon, VA**

Design and implement documentation for Wärtsilä's GEMS power plant controller software. GEMS controls power plants and all components, including solar farms, wind farms, and battery energy storage systems. The documentation I work on is the first generation to be developed by a professional writer rather than the engineering team, so I led the migration and development both of the product and of the new development process.

Built strong relationships with subject matter experts and product stakeholders to improve both the documentation development and the review processes. Represent technical publications in cross-functional product team meetings.

And:

- Created the software development team's first documentation product development process.
  - Use Jira and Confluence to track documentation development, bugs, and reviews.
  - Moved content through two platform shifts.
  - Related to the content migration to different platforms, implemented documentation format redesign changes to improve usability.
  - Implemented an efficient server-based review process to improve review accuracy and quality.
- 

**Principal Technical Writer**  
**LG Energy Solution Vertech**  
**(formerly NEC Energy Solutions)**  
**2017-2024**    **Westborough, MA**

Designed and implemented documentation for new products and update existing documentation for grid-class battery energy storage systems supporting solar farms, wind farms, legacy power stations, and enterprise/campus microgrid and UPS systems. Documentation set included hardware installation and operations guides, software manuals and online help, and safety documentation to meet regulatory requirements.

Assisted marketing communications with technical content for web site and presentations.

Lead a local documentation department and supervise remote writing teams.

Forged strong relationships with subject matter experts, regulatory staff, and product stakeholders in multiple departments to improve both the documentation development and the review processes. Represented technical publications in cross-functional groups.

Hands-on member of the equipment installation team, in addition to documenting the process for publication. I keep a tool box in my desk drawer.

And:

## Professional (Continued)

---

<b>Principal Technical Writer</b> LG Energy Solution Vertech (formerly NEC Energy Solutions) 2017-2024 Westborough, MA (continued)	<ul style="list-style-type: none"><li>• Created the company's first formal documentation product development process.</li><li>• Use Jira and Confluence to track documentation development and to provide status to stakeholders.</li><li>• Proficient with Agile, the company's PLM and documentation control system.</li><li>• Implemented documentation format redesign to improve usability and support multiple output formats (HTML, PDF, PDF-to-print, online help). This included a standard way to share content across the documentation set to ensure a single consistent message reached our customers.</li><li>• Use Six Sigma-style continuous improvement loops to drive documentation development.</li><li>• Implemented an efficient server-based review process to improve review accuracy and quality.</li><li>• Daily use of Adobe Technical Communications Suite tools (FrameMaker, Adobe Acrobat, and RoboHelp) and add-ins to produce PDF and HTML documentation.</li><li>• Support several engineering groups that use both Agile and waterfall development methods.</li><li>• Used Webworks ePublisher to produce corporation's first online help and documentation.</li><li>• Provide professional level photography and videography to enhance all manuals.</li><li>• Manage and supervise translation and localization.</li><li>• Began using embedded videos in documentation.</li><li>• Led two documentation rebranding projects when the business unit was sold.</li><li>• Led a rebranding and redesign effort to improve the company's hardware labels to ensure regulatory compliance and LG corporate branding guidelines.</li></ul>
<b>Principal Technical Writer</b> Contract at OasisWorks 2021-2022 Billerica, MA	<p>First writer at this software startup that developed remote server configuration and monitoring software and SaaS products. Designed initial documentation and Confluence doc templates. Develop user guides from internal documents, subject matter expert interviews, and personal experience using the product. Processed code-generated API Guides to PDF. Single source output from FrameMaker to PDF, HTML5, and Confluence.</p> <p>Implemented electronic document review, approval, and audit trail to reduce review time and impact on engineers and other reviewers and to ensure that comments and edits are incorporated appropriately.</p>
<b>Principal Content Developer</b> Contract at Actifio 2015-2016 Waltham, MA	<p>Developed, documented, and helped implement an improved server software upgrade procedure for virtual storage appliances that reduced time and effort from several days and several people to a single person working 4-5 hours. Member of cross-functional task group working in an Agile environment to develop on customer-installable upgrade procedure.</p> <p>Planned, wrote, and delivered company's first hardware/software installation guides for virtual storage appliances, fibre channel switches, and storage arrays. Wrote reference architecture document.</p> <p>Created the company's first public documentation/mar com web site using a WordPress content management system. Developed a multi-platform publishing solution going from FrameMaker to HTML5, PDF, Salesforce and Salesforce Knowledge using Adobe RoboHelp and Webworks.</p> <p>Applied simplified English rules to increase content understanding and ease of use by ESL employees.</p> <p>Developed system of variables and templates to support product OEM efforts and product rebranding.</p> <p>Wrote and edited troubleshooting articles for Salesforce and knowledge base pages.</p>
<b>Web Content Director/Writer</b> Contract at Fidelity Investments 2014-2015 Boston MA	<p>Developed and implemented a strategic plan for content management of a system architecture group's Confluence design document-of-record and API documentation site.</p> <p>Created page templates for product pages, standard pages, and API documentation, both PDF and Confluence-based.</p> <p>Wrote new content and edited and rewrote existing content. Collaborated with architects on project plan spaces and other documentation that explained system architecture to less technical stakeholders.</p> <p>Space level Confluence admin: edited content and picked, installed, and trained staff on plugins that increased wiki functionality and usability.</p>
<b>Dell, Inc.</b>	<p>Worked in two Dell business units writing a wide variety of hardware, software, and internal application development documentation. Details of each position are in the next three rows.</p>
<b>Senior Writer Advisor</b> Dell Services 2013 — 2014 Wellesley MA	<p>Worked with Agile software development and database teams on a massive health insurance porting project for Harvard-Pilgrim Health Care. Supported two separate teams, one working on accumulator development management and the other developing pricing and adjudication processes. Created Word and FrameMaker documents to record business rules, project design, technical specifications (as-planned documentation) and detailed implementation specifications (as-built documentation). These documents became functional specifications and continued to evolved into process, configuration, and troubleshooting documentation.</p>

---

## Professional (Continued)

---

<b>Senior Writer Advisor</b> 2011 — 2013 Dell EqualLogic Nashua NH	<p>A multi-faceted role with three components in a network storage appliance business unit:</p> <ul style="list-style-type: none"><li>• Senior Writer role included planning, developing, producing and updating topic-based documentation. This included new products, such as web/mobile storage administration tools and legacy documentation sets for new releases using Flare 7, 8, and 9. Participated in cross-functional product teams. Monitored customer support forums, Facebook, and Twitter as a Social Media and Communities authorized “poster.”</li><li>• Toolsmith responsibilities included first line support for computer and network problems, authoring and production tool troubleshooting (Flare, FrameMaker, Adobe Acrobat, HTML help), and testing new tools and procedures. Liaison with L10n translation team. Worked with and trained staff on Flare, SVN, and other tools. Sharepoint admin; intranet web admin. Collaborated with writing teams to develop internal procedures and Best Practices for the department.</li><li>• Build Captain responsibilities included developing department processes and procedures to publish Flare, FrameMaker, and CMS documents to print and 508-compliant PDF and HTML help.</li></ul> <p>Dell trained and certified in Social Media and Communities (a six-course series).</p>
<b>Web Content Architect</b> 2011 Dell EqualLogic Nashua NH	<p>Developed an internal competitive intelligence web site to assist sales staff by providing competitive product information. Included multiple taxonomy web site design, implemented using multiple taxonomies in a MySQL database feeding a customized WordPress CMS back end.</p>
<b>Salesforce Consultant</b> 2013-2014 Actifio Waltham, MA	<p>Collaborated on a project to convert specialized storage optimization software book-based documentation into Salesforce Knowledge knowledgebase articles. This involved working with marketing, with the documentation team, and with Salesforce specialists to develop a process and tools to convert FrameMaker book-based documentation into lighter weight topic-based articles. The end result created a new documentation platform to more effectively reach the company’s user community and strengthen its CRM strategy.</p>
<b>Senior Technical Writer</b> Contract at Lasermax Roll Systems 2010 — 2011 Burlington, MA	<p>Long-term achieved three goals: 1.) Developed an automated migration path to move legacy documents from PageMaker to FrameMaker, 2.) Developed and implemented an efficient documentation development workflow to allow single-sourcing, improve content reuse, and reduce time-to-market, 3.) Developed a documentation set for a new product that provides real-time QA for high-speed printers.</p>
<b>Senior Technical Writer</b> Contract with DSM/Sarlink 2010 Leominster, MA	<p>Created a standard-operating-procedure manual for SAP QM processes used by an international plastic manufacturer. Created a new internal manual for print and PDF delivery by interviewing staff, testing procedures, and implementing a standard task-based DITA-like template.</p>
<b>Senior Technical Writer</b> Contract with OpenPages, Inc. 2009 Waltham, MA	<p>Developed and documented AIX server cluster installation procedures for a multi-server distributed business rule application. Created new manuals and online help. Updated existing FrameMaker templates. Documented hardware and software installation and configuration, inter-server communication, virtualization, and database integration.</p>
<b>Senior Technical Writer</b> Contract with Juniper Networks 2008 — 2009 Westford, MA	<p>Created new content, updated, and rewrote existing material for a carrier-class RADIUS server running both on stand-alone systems and on high availability MySQL Cluster setups. Used DITA-style topic-based writing for new material. Published as XML, HTML, and PDF. Specialty areas included hardware and software installation and security configuration. Worked with developers to simplify and speed up cluster installation procedures.</p>
<b>Manager of Tech. Pubs</b> Color Kinetics/Philips Electronics 2007—2008 Boston/Burlington, MA	<p>Started Color Kinetic’s internal technical publications department. Produced installation guides, data sheets, user guides, software and hardware manuals, and packaging for consumer and professional products. Integrated flat file and database content into documents. Set readability and ease-of-use standards to improve usability and reduce translation costs. Implemented electronic document review, approval, and audit trail to reduce review time and impact on engineers and other reviewers and to ensure that comments and edits were incorporated appropriately.</p>
<b>Manager of Technical Communications</b> Rivulet Communications 2004 — 2006 Portsmouth, NH	<p>First/lone writer at a video-over-IP equipment startup. Developed network planning, administration, and hardware/software installation guides; online help, terminal text help, and product-specific HTML intranet portals. All documentation was single-sourced, modular, and reusable. Worked with engineering team so that functional specs were developed in a format that evolved into the first draft documentation. Worked with programmers to develop simple and effective GUIs.</p>

---

## Related Information

---

<b>Memberships</b>	<p>Council (Board) Member and Senior Member of the New England Chapter of the Society for Technical Communication; American Society of Media Photographers; Charter member of Local Independent Online News Publishers; Online News Association, Mystery Writers of America, National Press Photographers Association</p>
<b>Personal Projects</b>	<p>Webmaster, designer, and administrator of more than 35 WordPress sites. Samples and links available on request. Manager of several Facebook pages and groups, a number of special interest communities, and several mailing lists. Owner and administrator of several Google Groups, including Technical Communications Suite Users, Lone Technical Writers, and the TalkAboutGroton community list. Wrote <i>XyWrite 4 Macros</i> for McGraw-Hill Publishing, 1993, and <i>The Expert Advisor: XyWrite III+</i> for Addison-Wesley Publishing, 1989. Numerous magazine and newspaper articles.</p>

---