

Terri Palmer

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Career objective

To present technical information clearly to both expert and non-specialist audiences and to streamline and standardize the writing process within organizations

Summary of qualifications

- 15 years' experience writing, editing and teaching writing
- PhD in rhetoric/English and BS in mathematics
- Exhaustive knowledge of English grammar and style, including CP Style
- Follower of industry and academic research in writing
- Fluent in document design and document design software
- Commitment to clear and ethical communication

Skills and experience

Writing and research

- Wrote business letters, research reports, proposals, manuals, promotional materials, résumés, fundraising materials, “bad news” letters, press releases and press kits, surveys and questionnaires, formal presentations, brochures and scripts
- Researched report and proposal materials for clients
- Performed academic research in the persuasive use of language
- Edited short and medium-length documents for grammar, style, consistency and conformity with genre standards
- Performed substantive editing on longer documents
- Interviewed subject matter experts to produce readable technical documents

Teaching and training

- Taught university-level business writing, corporate communications, grammar and style, image management, and rhetoric
- Managed 400-student program in professional writing
- Co-taught mini-seminars in introductory HTML and writing software
- Developed numerous courses and syllabi
- Wrote teaching materials and sample documents for class use
- Served on numerous committees overseeing inter- and intra-departmental educational policy

Document design and digital experience

- Designed documents and presentations in Adobe InDesign, Microsoft Word and PowerPoint
- Created and edited graphics in Adobe Illustrator and Photoshop
- Wrote and edited HTML, CSS and PHP, both by hand and in Adobe Dreamweaver
- Maintained company social media presence on Facebook and Twitter using Hootsuite
- Designed personal and departmental webpages
- Maintained departmental website and FTP server

Work experience

Freelance writer: 2010–present

Various private and charitable organizations, Toronto, ON

Assistant professor: 2003–2010

York University, Toronto, ON

Teaching associate and web administrator: 1993–2003

Carnegie Mellon University, Pittsburgh, PA, USA

Partial list of clientele

- Council of Agencies Serving South Asians (CASSA)
- Canadian Diabetes Association
- Hospice Palliative Care Ontario
- Ontario Health Coalition
- Canadian Space Society

Education

PhD, rhetoric

Carnegie Mellon University

BA, English

The Ohio State University

BS, mathematics

Digital publishing foundation certificate

George Brown College

Further training

- Social media courses: Social Media Marketing; Social Media Metrics, Analytics, and Marketing Tools
- Programming courses: Introduction to JavaScript and jQuery