**RONALD J. FRIEDMAN**

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**CAREER PROFILE**

**Content Specialist • Copywriter • Editor •Adjunct Instructor**

Meticulous Integrated Marketing Specialist with 15+ years of experience developing content vision and roadmap plan to align with product and business strategy across global pharmaceutical companies, a federal health care facility, public transportation agency, local and national newspapers, trade publications and marketing department. Known for collaborating with stakeholders to construct integrated marketing communications and technical documentation to continually increase the quality of written content that engages the targeted audience.

**CORE COMPETENCIES**

* Data Analysis
* Editing
* Content Strategy
* Strategy Execution
* Digital Publishing
* Technical Writing
* Content Creation (Web/Print)
* Marketing Materials
* Research
* Writing
* Regulatory Industry
* Project Management
* Technical Communications
* Public Speaking
* AMA, AP, CMOS Style Guides
* Technical Proficiency:

Microsoft Office 2010: Excel, Word, Outlook, Project, SharePoint 2016; Adobe Acrobat, Oracle, Slack, Asana

* Educational Materials
* Proofreading

**CAREER SUMMARY**

**Content Development**

* In-depth understanding of customer value proposition and core content areas, including federal, state and local employment law compliance, Health Insurance Portability and Accountability Act, HR best practice.
* Wrote multiple feature stories for
	+ A trade publication in the foodservice industry with approximately 120,000 base circulation.
	+ *Restaurant Business* magazine’s annual demographic and industry trends analysis.
	+ A special issue that centered on bioethical issues for renowned graduate university magazine.
* Created Platform Informatics and Knowledge Management team’s mission statement.
* Used Google Drive (since renamed Google Workspace) to coauthor historical narrative memoir

**Editorial and Proofreading**

* Detected and deleted errors, saving an estimated $200,000 per year in reprint and refund costs.
* Served as managing editor of Mise en Place, the four-color, 36-page quarterly alumni magazine of
The Culinary Institute of America.
* Edited the first edition of Trinity Magazine to cover all five colleges of Trinity International University.

**Astute Educational Leadership**

* Created syllabus and taught three-course cycle of college English composition course (College of DuPage)
* Verified that index for educational textbooks met California science and history curriculum standards.
* Appointed by Department Chair to serve as Writing Center Tutor and Facilitator.
* New York State licensed English Instructor (7–12).

**PROFESSIONAL WORK EXPERIENCE**

Express Scripts, a unit of Cigna September 2021–Present

**Business Communication Analyst** (3-Month Contract)

Use SharePoint and Outlook to process documents for approval prior to production and mailing.

bswift, a unit of Aetna/CVS| Chicago, IL August 2020–February 2021

**Technical Writer** (5-Month Contract)

Configure, quality control test and write and edit content for internal employees’ use regarding selection of health benefits coverages. Using bswift’s proprietary software products (e.g., Ask Emma) I navigated through the complex warren of the multitiered and multiple-options digital environment accessing source documentation and archiving changes via Visual Studio 2017 and MadCap Flare 2019. Used Word, SharePoint, Outlook and Skype.

Chicago Transit Authority (CTA)| Chicago, IL September 2019–February 2020

**Internal Marketing Communication Specialist** (5-Month Contract)

Write, route for approval and distribute multilevel professional communication on must-meet turnarounds between departments updated and new standard operating procedures (SOPs) and bulletins for bus and rail operations and control center operations, and edit and proofread manuals and instruction guides for Workforce Development Learning & Support team: Use Asana, Word, Adobe InDesign, SharePoint, Outlook, Photoshop.

Mondelēz International | Deerfield, IL April 2018–September 2018

**Communication Specialist** (5-Month Contract)

Created, edited, reformatted and categorized internal repository–a part of a company-wide Human Resources initiative. Revised existing “Employee Center” internal marketing documentation to “ServiceNow” format searches of SharePoint content, standard operating procedures (SOPs), manuals and instruction guides.

Cognitive Arts/NIIT, Inc. | Evanston, IL November 2016–March 2018

**Content Development Writer-Copywriter**

Collaborated, edited, reviewed, composed and conducted marketing research in support of non-technical and technical products. Partnered with **Boeing** scripting **five** e-learning and print-based modules to promote optimal workplace relations and attitude for onboarding lessons for new-hires; **GEPower Services**scripted e-learning materials for non-engineering sales and administrative staff as a part of their global strategy to lead the Industrial Internet of Things (IoT) cloud-based infrastructure. Used Oracle’s Knowledge content management system to publish articles on insurability for **United Services Automobile Association** customer issues.

By Light Professional IT Services, Inc. | Arlington, VA March 2016–October 2016

**Technical Writer** (10-Month Federal Contract)

Obtained high-level federal security clearance at Captain James A. Lovell Federal Health Care Center; gathered inputs from Information Resources Management SMEs, to create documents for assessing Security and Privacy Controls to ensure all internal SOPs, user guides, help-desk support criteria complied with National Institute of Standards and Technology (NIST) security requirements.

AbbVie Inc. (Abbott Labs), Creative Network (CN)|Abbott Park, IL January 2008–June 2014

**Writer, Content Editor, and Proofreader**

Collaborated with cross-functional teams on content enhancement projects and market-agnostic content initiatives. Crafted April 2014 AbbVie cover story for Chicago Minority Business Report. Spurred 30 percent increase with AbbVie Foodservice rebranding campaign. Wrote features in company-wide newsletter profiling divisional vice presidents; wrote five innovator profiles for CN’s first all-employee meeting. Edited “Our AbbVie” site’s most-viewed video “Molecule Mike.” Proficiency in Microsoft Office suite: Word, Excel, Outlook, PowerPoint.

For-Word Thinking Writing & Editing (dba) | Gurnee, IL June 2014–Present

**Freelancer Writer, Editor and Proofreader**

Plan and execute multiple writing assignments for clients in the health care, education, and social science industries.Key accounts include **Mosbrook Design:** Developed marketing material; **Studio North:**Wrote and edited articles and creative content piecesfor Computer Discount Warehouse and Cancer Treatment Centers of America.

**EDUCATION**

Master of Science (M.S.) – English Education |Herbert H. Lehman College/City University of New York, NY

Bachelor of Arts (B.A.) – English |Northeastern Illinois University | Chicago, IL

**PROFESSIONAL DEVELOPMENT TRAINING**

Business Writing and Communication; Northwestern University School of Professional Studies |Chicago, IL

Associate Project Management Training; College of Lake County, Grayslake |Chicago, IL

**PROFESSIONAL ASSOCIATION**

Member, Toastmasters International; Vice President (Public Relations) – Toastmasters International

Member, American Copy Editors Society (ACES); New York State Dept. of Education (7–12) Certification

**WRITING SAMPLES & AWARDS**

Winner, Toastmasters Club-Level Competition; Recipient, 1st Allied Award; ChicagoPublishes Poetry Contest

[ronfriedman.writersresidence.com](http://ronfriedman.writersresidence.com/) [world.wng.org/authors/ron\_friedman](http://world.wng.org/authors/ron_friedman)
[Ana’s Journey](http://tinyurl.com/cqgndmn) – (published March 2013)