

# MARSHA J

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PHONE Mountain Time Zone

## SKILLSETS



website content | seo | layout



research | writing



copyediting | proofreading

## TECHNOLOGY

- Design/Documentation: Adobe Creative Suite, MS Office, Squarespace, WordPress
- Platforms: Apple iMac, MS Windows
- Training/Tutorials: Camtasia, Captivate, Documentum, NETg, SkillSoft, Train Learning Management System (LMS)
- Other: Business communication platforms including Asana, Basecamp, Google Drive, SharePoint, Skype, Slack, Trello, etc.

## INDUSTRIES SERVED

- |                        |                   |
|------------------------|-------------------|
| ▪ Food   Beverage      | ▪ Legal           |
| ▪ Education   Training | ▪ Logistics       |
| ▪ Entertainment        | ▪ Manufacturing   |
| ▪ Finance              | ▪ Precious Metals |
| ▪ Health   Beauty      | ▪ Real Estate     |
| ▪ Hospitality          | ▪ Steel           |
| ▪ Human Resources      | ▪ Technology      |
| ▪ Industrial           | ▪ Telecom         |

## EDUCATION

Boise State University | Boise, Idaho | 2011

- Bachelor of Arts in English—Technical Communication, *cum laude*. GPA 3.51
- Internship: Editor, Department of Commerce—Idaho Division of Tourism; edited 2011 *Idaho Travel Guide* and the Lewis and Clark VisitIdaho.org website
- Internship: Writer, The Women's Center BSU; interviewed honorees for 2011 Idaho Women Making History month; wrote three articles for print in *The Idaho Statesman*

## EXPERIENCE

Pearls n Prose | Boise, Idaho | 2011-Present

### ▪ Website Content | SEO | Layout

Work together with clients in every industry to plan relevant and succinct website content including site mapping, navigation, and search engine optimization (SEO). Proficient in WordPress content management system (CMS) editing, metadata, and publishing.

### ▪ Research | Writing

Perform required research and accurate writing for: articles, books, brochures, events, marketing collateral, newsletters, press releases, product descriptions/labels, guides, white papers, tributes, video scripts, and more.

### ▪ Copyediting | Proofreading

Provide expert copyediting services including spelling, punctuation, grammar, fact checking (dates, proper names, etc.), word choice, usage and style. Offer final proofreading services to search for typos, punctuation errors, layout issues, consistency, placement, and spacing.

Micron Technology, Inc. | Boise, Idaho | 1991 - 2008

### ▪ Writer | Training Analyst, Purchasing

- Wrote and developed department training plans
- Delivered training sessions for certification goals
- Planned onsite training events

### ▪ Trainer | Admin, Human Resources

- Edited and maintained domestic employee handbooks and supervisor reference guides
- Delivered New Employee Orientation training along with other new hire training courses

### ▪ Writer | Trainer | Manager, Information Technology

- Managed, developed and delivered computer training for Micron global site acquisitions
- Designed, developed, and taught over ten computer courses for operating systems, Microsoft Office, and internal software programs; classroom and e-learning
- Wrote process manuals, newsletters, training procedures, courseware, assessments, quick reference cards, white papers, etc.
- Maintained company website for visibility into internal computer training information and updates