

LIZ CLARE

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SUMMARY

Senior business writer with bachelor's degree and over 17 years' experience in developing non-fiction publications such as white papers, trade articles, catalogues, books, and case studies. Proficiencies encompass directing large writing projects from conception to completion, including research, drafting, and editing phases; performing factual investigations; and incorporating team feedback throughout writing process. Digital content specialist skilled at connecting with varied audiences. Deadline-driven, energetic, and responsive.

EXPERIENCE

2013 - Present

Independent Projects

Senior Business Writer, Researcher, and White Paper Expert

Manage research and writing projects and create engaging analytical content while maintaining full accountability for budget and deadlines. Produce white papers, case studies, and innovative content for enterprise companies in fields of data analytics, education, election solutions, and digital media distribution. Accomplishments include several book projects related to business, organizational history, and entrepreneurship. Synthesizes technical information for all audiences (laypeople & experts).

- Proactively communicate and collaborate with internal and external stakeholders to analyze information needs and functional requirements and strengthen team player commitment.
- Take ownership of project and concentrate on timely deliverables, surpassing expectations, and building confidence in results.

Representative Projects

Hart Intercivic

- Researched and wrote white papers for elections solutions vendor's business development initiatives. Analyzed contemporary issues related to targeted demographics, procurement processes, and state requirements for specialized audience.

Baker & Taylor

- Drafted marketing communications that positioned library distribution company as innovator in digital media. Crafted queries, conducted interviews, performed research, and wrote case studies series to illuminate success of corporate projects.

Texas State Preservation Board

- Created vibrant, persuasive, and historically authentic catalogue descriptions for hundreds of items relating to Texas history. Developed technically accurate and credible item representations that dramatically increased revenue for three e-commerce sites.

Texas Department of Transportation

- Researched engaging organizational history to enhance brand image emphasizing quality and tradition.

Areas of expertise

- Research and interviews
- Case study and white paper development
- Organizational histories and corporate backstories
- Catalogues and indexes
- Books, trade articles, and newsletters
- Ghostwriting and speeches
- Presentations for conferences and CEOs
- Information architecture
- Crossdivisional collaborations

Tools and technologies

- Authoring: FrameMaker, Word, ePublisher, oXygen
- Graphics: Photoshop, Paint Shop Pro
- Languages: HTML, XML
- Other tools: SharePoint, Acrobat Pro, Drupal, WordPress
- Image capture, editing, and manipulation

Strengths

- Diverse team environments (cross-functional, virtual, remote, and multi-cultural)
- Cultivation of win-win alliances and trust-based relationships with technical and non-technical teams across all levels
- Simultaneous long-term documentation projects, from initial planning through publication – exceeding expectations despite limited resources

2012 – 2013

Texas Health and Human Services Commission

Digital Content Specialist

Developed versioned prototypes of content for internal website used by IT personnel. Drafted corporate content, interviewed personnel across departments, organized records, created forms to simplify procedures, and incorporated input from five agencies with separate IT teams and needs. Quickly established rapport with tenured teams and earned trust through approachability and focus on building positive relationships. Helped nurture “can-do” culture via accountability and strong work ethic.

- Streamlined procedures for onboarding of new hires and processing IT service requests to save staff time and reduce expenses.
- Managed stakeholder expectations and requests, resolved roadblocks, and provided updates to leaders; mitigated project risks and escalations where possible, and tracked and reviewed metrics for best practices.
- Collaborated with stakeholders to gather project requirements, unify digital resources for geographically-diverse staff, conceptualize execution plans, determine workflow processes and communications strategies, and devise tools for improved project visualization; partnered with teams to improve project transparency.
- Known for even-keel temperament, open communication skills, on-point diplomacy, professional/social ease, thoughtful problem solving, and project management continuity.
- Pivoted quickly on day-to day adjustments and delivery demands; moved agilely within fast-paced environment, reprioritizing projects as needed often with little or no notice.

2000 – 2012

Texas State Library and Archives Commission

Content Writer and Designer

Oversaw every aspect of projects’ conception to completion while managing massive project that enhanced entity’s digital visibility and made voluminous state historical records readily accessible online. Created reputation for overcoming challenging problems by recognizing best course of action, owning outcomes, and expediting deliverables.

- Researched, wrote, and maintained online exhibits. Engaged in social media outreach. Resulting online materials served over 100,000 visitors per month.
- Wrote and reviewed requests for proposal. Coordinated with technical staff regarding creation and integration of online and databases.
- Led digitization of heavily-utilized archival records, which resulted in hundreds of thousands of images becoming available on self-serve basis, which reduced labor costs, increased efficiency, and reduced division expenses overall.
- Drafted applications for state, federal, and private sector grants. Oversaw and coordinated grant project that expanded outreach to history teachers.

EDUCATION

University of Texas

Austin, TX

Bachelor of Arts, *Government and History*