



BRIAN McCAFFREY

813 MONTDALE RD • SCOTT TWP, PA 18447 • 570.254.6169

bmccaffrey@eleveneight.com • www.eleveneight.com

OVERVIEW

As a senior technical writer/trainer/analyst, my goal is to maximize your investment by providing time-tested, successful communication strategies and services that accurately address both current and anticipated needs within time and budget constraints.

SKILLS

- Technical Writing
- SDLC Documentation
- User/Consumer Guides
- Help Systems/Information Management
- Instructional Design/Training
- Website/Newsletter Content

PRIMARY TOOLS

- MS Office
- Visio
- RoboHelp
- Captivate
- Photoshop
- Acrobat
- Dreamweaver/Namo WebEditor
- MS Publisher

CONSULTING EXPERIENCE

ElevenEight LLC (1998 – Present)

Have successfully completed multi-part projects for the following companies:

SRC Solutions, Inc. - (2005 – Current) Produced software demos for sales presentations and created how-to training programs for a user-directed school registration program designed to make the registration process faster, easier, and more accurate for both parents and school administrators.

- Clarified the sales message and reduced customer questions
- Demonstrated SRC's commitment to product support through training

Tech Vision Consulting - (2005 – Current) Created an effective corporate identity package of branding materials for a startup company in the government services sector, including:

- Logo/Tag Line
- Presentation Materials
- Website

The Bank of New York Mellon - (2006 – 2009, December) Documented the SDLC for an enterprise-level financial messaging system interfacing with CHIPS, the Federal Reserve, and SWIFT, including:

- Business Reqs
- Design Docs
- Runbooks
- Knowledge Base
- Newsletter
- Operations Guides
- End-user Documentation
- Computer-based Training (5,000 users worldwide)
- On-line Help
- Preliminary design for information-hub website

Humana - (2004, November – 2005, October) As Communications Project Manager for a Medicare supplemental insurance initiative mandated by the US Department of Health and Human Services, created the plans/documents for a communications suite composed of:

- Process Models
- Project Initiatives
- Training Strategies

Credant Technologies – (2005, August) Assisted in developing two successful PowerPoint sales presentations to the U.S. Army containing both technical and performance data, including:

- Strategic/Tactical Operations
- High-level Mobile Data Protection

Aventis Pasteur - (2003, September – November)

- Produced audit documentation to satisfy training/regulatory requirements.
- Documented a complete overhaul and redesign of the Remedy system.

NFO WorldGroup – (2003, March – May) Worked 900 hours in a three-month span to meet the release date for a major marketing data management software system.

- Produced end-user documentation, on-line help, and automated training materials.
- Failure to meet the release date would have resulted in shutting down all operations until the new system was ready.
- Total client time involvement was less than 15 hours.

Visiting Nurse Service of New York - (2002, March – September) Contracted to break an end-user/developer impasse that had halted development on a field-nurse tablet-based data input system for use in patient visits.

- Mediated/prioritized the development process with end-user SMEs and programmers.
- Created functional specifications for a tablet- and mainframe-based system.
- Created an on-line Help system for the tablet and designed an FAQ intranet website.

Crown Cork & Seal - (2001, April – August) Created end-user documentation for plastic container and label manufacturing software.

- Overcame a situation in which programmer SMEs were not available. Interviewed management personnel who had experience in the manufacturing processes and used the info to reverse-engineer the processes to produce a successful manual/training materials.
- Performed on-site training at plant locations around the country.

Sybase, Inc. - (2000, January – December) Wrote process and end-user documentation for a US Joint Forces Deployment and Re-deployment software system.

- Coordinated and conducted ongoing meetings and strategy sessions with Joint Forces Command SMEs representing the Army, Air Force, Marine Corps, and Navy. Used the information to create both functional specs and base end-user documentation.

Sylvan Learning Systems - (1999, August – November)

- Created/presented training for a Y2K system/software configuration management effort.

Armstrong Worldwide - (1999, January – April)

- Created 61 HR training modules for SAP R3 Human Resources software.

Bank One – (1998, June – July)

- Wrote/produced a training program for new hires.

Sovereign Bank - (1998, February – March)

- Created a Customer Service training kickoff program.

OTHER EXPERIENCE

Writer/Trainer/Coordinator - Digital Systems Group, Inc., Warminster, PA (1996 – 1998)

Documented systems, met with clients to set up the training process, prepared presentation materials, prepared training materials, coordinated training, validated the training system, trained users, and followed up on training to ensure effectiveness and client satisfaction.

Technical & Marketing Communications Director - DPS, Inc., Indianapolis, IN (1993 – 1996)

Created user guides for a Wholesale Distribution Management software package. Responsibilities included creating marketing materials, in-house training, and selling/providing specialized contract documentation services.

- Initiated a telecommuting program that enabled the company to downsize office space needs, saving \$200K/year in costs, and improving overall productivity and employee satisfaction.

Development Editor/Writer - Howard W. Sams & Company, Indianapolis, IN (1990 – 1993)

Researched, developed, wrote, and edited a variety of technical/consumer materials in support of the marketing and fulfillment of custom publishing projects. In addition to commercial software documentation, consumer books, proposals, and marketing/advertising materials, I wrote well-

received consumer user guides for a variety of electronics including a Kenwood digital transceiver, Panasonic car stereo, Samsung Fax machine, Houston Instruments Plotter, and other products.

Writer/Producer (Training) - Creative Street, Inc., Indianapolis, IN (1985 – 1990)

Wrote and produced video, film, audio, and print programs for sales and technical training, real estate sales, consumer health, human resources, and consumer education. Each program was handled as a project, with the writer/producer acting as project manager responsible for creative content, budget control, client contact, location acquisition/management, talent acquisition/management, and final production.

Photo Editor - Inside Sports Magazine, Evanston, IL (1983 – 1984)

Directed the efforts of 180 freelance photographers, setting up shoots, getting credentials to pro sporting events, creating photo features, and maintaining a library of photos to be used in nine different sports publications.

Editorial Staff - Highlights for Children Magazine, Honesdale, PA (1981 – 1983)

Wrote/edited articles and newsletters, acted as liaison to the textbook publishing division, organized events, and photographed various subjects for use in publications.

EDUCATION

Lebanon Valley College, Annville, PA B.A., English (Technical and Creative Writing), 1/81 GPA: 3.55/4.0 (Magna Cum Laude). Was one of the first technical writing interns in the U.S. and earned charter membership in two academic honors societies.