

## **Roy M. Jacobsen**

1043 10<sup>th</sup> Street North

Fargo, ND 58102-3505

701.866.9920

royj@writingclearandsimple.com

### **Qualifications**

Experienced writer and editor with 26 years experience working in fast-paced, innovative fields, researching needs and managing large deliverables. Focused on exceeding customer expectations, fostering clarity, delivering on deadline, and forging solid team relationships. Top-notch writing, editing, and presentation skills.

### **Experience**

**Owner**, Writing, Clear and Simple ([writingclearandsimple.com](http://writingclearandsimple.com)), Fargo, ND, 2005 – present.

- Created and maintained user's manuals and online documentation for accounting software industry clients.

**Senior Technical Writer**, Protech Associates, Inc., Fargo, ND, 2006 – 2010.

- Served as sole technical writer responsible for creating and maintaining user's guides and online documentation for three major Protech products (association management systems), plus internal documentation.
- Implemented single-source documentation system using MadCap Flare.
- Introduced usage and feedback tracking system for online documentation.
- Conducted usability testing on product documentation to ensure it met target audience needs, and revised content based on test results.

**Instructor**, The Plus Experience – North Dakota Experimental Program to Stimulate Competitive Research (EPSCoR), North Dakota State University Research & Technology Park, Fargo, ND, 2008 – 2009.

- Created curriculum for and taught 12-hour seminar class on product lifecycle issues for NDSU engineering and biotechnology students.

**Contributing Editor**, *The Editorial Eye*, EEI Press, Alexandria, VA, 2005 – 2007.

- Researched and wrote articles on writing, editing, and publishing topics for monthly newsletter with national distribution.
- Contributed chapter to the book *The Elements of Internet Style: The New Rules of Creating Valuable Content for Today's Readers* (EEI Press, 2007).

**Senior Editor/Technical Writer**, Great Plains Software/Microsoft, Fargo, ND, 1992 – 2005.

- Created and maintained user’s manuals and online documentation for several modules of a financial application suite.
- Researched and wrote whitepapers illustrating the advantages of company technologies and platforms.
- Participated in complete overhaul of online help system.
- Helped create and maintain internal style guide.

**Technical Writer and Research Assistant**, Department of Agricultural Economics, North Dakota State University, Fargo, ND, 1989 – 1992.

- Wrote and edited research reports, survey instruments, grant applications, and software manuals.
- Researched, co-authored, compiled, and edited an annotated bibliography with more than 1,000 entries.

**Managing Editor**, Swanson Health Products, Fargo, ND, 1984 – 1989.

- Wrote and edited articles and ad copy.
- Researched and wrote 200-page book for distribution in the health food market.
- Supervised wholesale marketing division.

## Education and Professional Development

**Bachelor of Arts in Speech and Communications**, North Dakota State University, Fargo, ND.

**Institute for Professional Speaker Development – Apprentice Program**, National Speakers Association, Minnesota Chapter, Minneapolis, MN.

**Communication and Leadership Program**, Toastmasters International.

## Professional Involvement

**Blogger**, *Writing, Clear and Simple* (<http://writingclearandsimple.com>), and *Innovation, Clear and Simple* (<http://rjacobse.wordpress.com>).

**Presenter**, DocTrain East 2008 Technical Communications Conference, Burlington, MA, 2008. Topic titles: “The Shape of Information,” and “Document Testing: The Missing Step in Creating Effective Documents.”

## Community Activities

**Member, Leadership Team**, Calvary Church at Village Green. During tenure the church completed a major building project and moved to a new facility.

**Director of Communications**, L.I.F.E. Coalition of Fargo-Moorhead, Fargo, ND. Responsible for writing and producing the newsletter, and writing and distributing press releases.