

Tonya J. Engst

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View my online résumé and portfolio, plus read articles I've written at www.tidbits.com/tonya/prof-info.html

Objective

I am seeking opportunities to use my editorial skills and technical background to help create Web sites, email newsletters, or paper publications. I am people-oriented and deadline-driven.

Work Experience

Silicon Gorge, Technical Editor, Cornell Theory Center Windows Solutions Web site (2001)

- Worked as a member of a five-person team to create a Web site used to support the roll-out of CTC Windows Solutions at the SuperComputing 2001 conference.
- Edited copy to create inviting, consistent, accurate text.
- Prepared text for hand-off to the site programmer.
- Generated copy for two Flash animations.

S&T Onsite Lead Editor, Microsoft Office 2000 for Windows Web site (1998)

- Collaborated with marketing managers and designers to plan and implement a Web site and email newsletter that supported Microsoft's marketing messages for Office 2000, concentrating on site organization, navigation, and consistent text presentation.
- Gathered textual content for the site from product managers responsible for Office's different functions.
- Convinced product managers of the utility of a unified Office Web site and the importance of accurate, helpful text.
- Performed development editing, collaborative editing, and copy editing to create a coherent whole that met the needs of both internal departments and end users.
- Employed through S&T Onsite, the main contract employer for editors at Microsoft.

Senior Editor and co-founder of *TidBITS* (1990–present; especially 1994–1998)

www.tidbits.com

TidBITS is an electronic newsletter that reports on topics of interest to the Macintosh and Internet communities; it is distributed on the Web and via a 50,000-person email list.

- Coordinated communications and project planning for a five-person team.
- Located new sponsors and acted as a liaison to sponsors.
- Managed finances and budgeting.
- Designed and maintained the Web site; delegated some tasks to a programmer and a graphic designer.
- Worked with writers on all phases of article creation, including acquisition and editing.
- Developed a style guide.
- Wrote over 200 news articles, essays, and software reviews.

Freelance author (1993–1998)

- Authored two books about Microsoft Word for Macintosh (and wrote the Word section of a third book).
- Co-authored the first book published about creating Web pages using a Macintosh.
- Wrote and edited significant portions of the best-selling *Internet Starter Kit* series of books.
- Wrote numerous articles—particularly about Web authoring software—for print magazines such as *BYTE*, *MacAddict*, *MacTech*, *MacUser*, *MacWEEK*, *Macworld*, and *NetProfessional*.

Microsoft Word Support Engineer (1991–1994)

- Performed telephone technical support for Microsoft Word for Macintosh 4.0, 5.0, and 5.1.
- Wrote and edited for the Microsoft Knowledge Base (an online question-and-answer database).
- Performed technical editing and copy editing for the Microsoft Word for Macintosh 6.0 manuals.
- Handled complex customer questions as a second-tier support engineer.
- Trained new employees via individual mentoring and small group classes.

New Technologies Consultant at Cornell Information Technologies (CIT) (1990–1991)

- Educated customers about hardware, especially Macintoshes, PCs, and NeXT workstations.
- Trained CIT sales consultants about the capabilities of just-released hardware.

Education

Cornell University, class of 1989, graduated with honors

- Majored in Communications and minored in the History and Philosophy of Science and Technology.
- Co-edited the *Risley Revue* and edited the newsletter of Ithaca's now-defunct Macintosh user group, MUGWUMP.
- Spent two semesters as a student operator for the Martha Van Rensselaer computer room; had a full-time summer job performing a variety of tasks for CIT; and then worked for another year as a student supervisor, overseeing thirteen student operators in the Uris Library computer room. After graduation, I worked at the CIT HelpDesk, helping users with scanners and recovering files from damaged floppy disks.

Skills

People

- Can manage small editorial teams to meet regular deadlines and complete special projects.
- Comfortable interacting with the public, handling public relations, and speaking to groups.

Editing

- Experienced with all forms of editing; particularly enjoy handling considerations such as scope, organization, flow, consistency, and audience.
- Able to learn style guides quickly. Can develop new style guides.

Online/Computers

- Can understand and write HTML.
- Participated meaningfully in the transformation of the Internet into a popular communication medium. Internet user since 1986, with dedicated home connection since 1994.
- Adept at researching and evaluating the user experience of computing-related products.
- Comfortable in a variety of operating system environments and can learn new technologies easily.

Personal

- Current member of the Tompkins County Public Library Board of Trustees.
- Have an extended network of friends and colleagues who are influential developers, managers, writers, and editors in the computer industry.

References available upon request.