

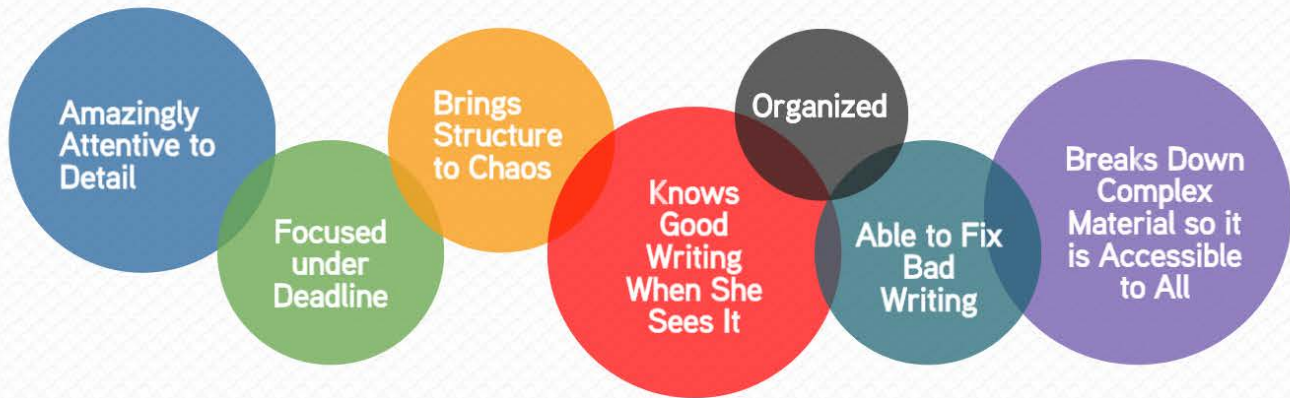
# Kelly Schrank

Technical and Medical Editor

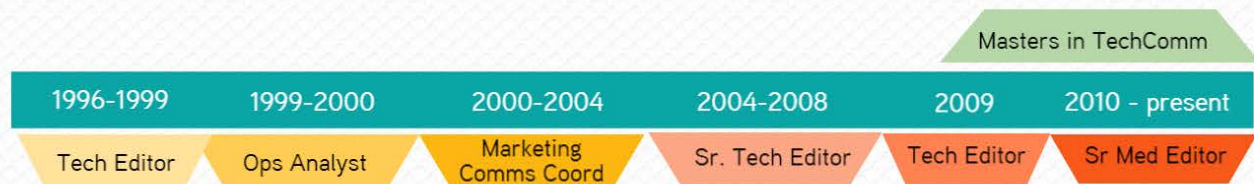
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## Work Experience



○ General Physics

○ The Omnia Group

○ VeriFone

○ Nextteq (remote)

○ General Physics (remote)

○ Med Communications (remote)

## Types of Materials

- Edited training modules for steel mills and other manufacturing environments replacing retiring workers.
- Analyzed personality profile data and wrote 21-line profiles describing the applicant's personality traits, pace, communication style, and needs from management for use by Human Resources personnel.
- Edited internal and external websites as well as ads, literature, white papers, press releases, brochures, and other promotional pieces.
- Edited website before launch of new branding initiative. Created content for website, including 13 new Technical Notes, 5 new webpages, and 3 new Fact Sheets. Edited press releases, product manuals, brochures, datasheets, ads, letters, and contracts.
- Edited web-based training, storyboards, presentations, participant workbooks, and facilitator guides.
- Edit standard response documents, dossiers, slide decks, guidance documents, and other documents as needed

## Speaking Engagements

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### **STC National Conference**

Co-presented progression: Regional Conferences (2015)  
Facilitated Editing Evaluation Workshop (2012)  
Presented progression: Using a Checklist for More Efficient Editing (2012)  
Presented lightning talk: Bringing the Benefits of STC to Work (2012)



### **AMWA National Conference**

Hosted roundtables: Using Checklists for More Efficient Editing (2011, 2012, 2013)  
Co-presented open session: It's Not Magic, It's My Profession (2012)  
Served on National Conference Committee in 2014



### **STC – Regional Conference**

Presented progression: Communicating with Others – Research Says! (2014)  
Presented lightning talk: Resumes – The Good, the Bad, and the Ugly (2014)  
Presented lightning talk: Editing Yourself (2013)  
Facilitated Editing Checklist Workshop (2012)

AMWA = American Medical Writers Association; STC = Society for Technical Communication.

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## Education

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### **M.A. in Technical Communication Minnesota State University, Mankato**



Coursework: Writing for the Web; Technical and Scientific Prose; Editing Technical Publications; Editing for Style; Instructional Design for Technical Communicators; Technical Documentation, Policies, and Procedures; Research and Theory in Technical Communication; Rhetoric for Technical Communication; Writing for the Health Professions; Technical Communication in Germany.

### **B.S. in English, SUNY – Oneonta, NY**

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## Volunteer Activity Spotlight

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Co-chair of Spectrum conference and  
Vice President of Rochester Chapter of  
Society for Technical Communication



**Spectrum**  
STC ROCHESTER CONFERENCE

Responsible, with co-chair, for making sure the longest continuously running STC conference runs smoothly, makes a profit, and provides value to members and attendees.

Serving second year as co-chair of Spectrum conference committee

Publicity was my big focus for 2015 Conference:

- WordPress - <http://stc-rochester.org/spectrum/>
- Hootsuite to manage and schedule tweets and Facebook posts
- Twitter - @STC\_Rochester, #spectrum15
- Facebook - STC\_Rochester
- LinkedIn - STC\_Rochester
- Emails
- Sale sheets
- Moo business cards and stickers (2016 promotion at STC annual conference)