

Heather M. Tullis

Phone: 470-215-0365 (Business)

Email: hmtullis@hmtullis.com

Website: www.hmtullis.com

Skills Summary

Exceptional master's-level communications professional who mentors and manages diverse teams in producing highly visible, customer-facing collateral. More than 14 years experience in technical, marketing, training, and medical editing, writing, website content development. Creative, analytical, results-oriented self-starter. Superlative project management skills. Proven success in fast-paced environments and developing innovative production processes.

Professional History

LG Electronics, Commercial Air Conditioning (CAC) Division, Alpharetta, GA, www.lghvac.com

Senior Writer / Editor (Technical, Marketing, Training, and Website) (April 2011 to Present)

Senior-level member of technical writer team for global electronics company's start-up division.

- Project manage, write, develop highly technical manuals, creative marketing campaigns/brochures, training materials, website copy; review all for accuracy, word appropriateness, effectiveness
- Oversee / perform website development, content management, troubleshooting through CMS
- Design and implement document templates and project management processes

Mitsubishi Electric United States (MEUS), HVAC Division, Suwanee, GA, www.mehvac.com

Writer (Technical, Product Management, and Marketing) (Jan. 2007 to April 2011)

Information authority for revolutionary HVAC division of a multicultural corporation.

- Managed product and technical information to / from internal departments, other divisions, factories
- Successfully project managed a twelve-plus member team on technical document development projects; finished 1,032-page engineering manual within six weeks
- Integral part of team that planned, developed and implemented products from conception to release
- Wrote and reviewed technical and promotional materials for accuracy, word appropriateness, marketing effectiveness (brochures, specification sheets, technical manuals, opinion/editorial responses, press releases, web content, sales programs)
- Developed and presented technical PowerPoints to internal staff, salespeople, distributors
- Participated in industry conferences; ASHRAE Handbook VRF chapter committee member
- Trained and supervised up to four department interns and temporary staff on collateral development

Fisher Scientific, LLC, Pittsburgh, PA, www.fishersci.com

Multi-tasking communications department writer / editor for world-wide science products distributor.

Writer / Editor II (Oct. 2000 to Oct. 2006, Full Time; Nov. and Dec. 2006, Freelance)

- Researched, wrote, edited, and reviewed life science, healthcare, research science, safety, and education product summaries, ads, Fishersci.com articles, catalogs, brochures, datasheets, promotions, campaigns
- Collaborated with vendors, product managers, designers, other writers
- Trained coworkers on and tested CMS; content management within CMS; developed workflows

Managing Editor (Copy), March 2004 to Oct. 2006

- Project managed copy for the *LabReporter*, a quarterly 56- to 72-page direct mail publication with a circulation of 150,000 and \$1 million in yearly ad revenue (estimated).
- Collaborated with marketing department manager and graphic designer in developing custom ads and new products section
- Guided advertisers through the trade magazine publishing process
- Researched and wrote cover stories and ads
- Assigned cover stories and ads to communications department staff writers

Dental Learning Systems, div. of MWC, Jamesburg, NJ

Associate Editor, Sept. 1999 to Oct. 2000

Editor of *Contemporary Esthetics and Restorative Practice*—a monthly esthetic dental magazine featuring case studies, product application/marketing articles, and a circulation of 100,000+ and \$4 million in yearly ad revenue (estimated).

- Project managed a team of four; edited 15 to 20 articles per issue; fact-checked references, products, manufacturer information
- Collaborated with authors, sales, graphic design staff, manufacturer representatives
- Wrote “Product Showcase” and “Product Profiles” sections; edited/proofread special projects and the sister publication *Compendium* using AMA style
- Participated in industry trade shows; attended American Dental Association conference

Measurements & Data Corp., Pittsburgh, PA

Assistant Editor, Nov. 1998 to Sept. 1999

Buyers’ Guide editor of engineering and biotechnology related trade journals with a combined circulation of 150,000 and \$1 million in yearly ad revenue (estimated).

- Compiled, edited, and managed *Measurements & Control* and *Medical Electronics Buyers’ Guides*
- Wrote cover stories and new-survey introduction articles
- Solicited and edited opinion/editorial articles written by engineers and medical professionals

Publications and Freelance Projects

“Characteristics of a Ductless Air Conditioning Unit.” (www.dailyenergyreport.com, January 2011)

“Beauty and the Beast.” (DateNightMagazine.com, January 2011)

“Weddings and the Single Woman.” (DateNightMagazine.com, June 2010)

Gallery of Cosmetic Surgery (www.galleryofcosmeticsurgery.com)

(Thermo) Fisher Scientific; (www.fishersci.com).

Lee Shore Agency (www.leeshorecompany.com)

Pratt & Buehl Public Relations Agency (www.pratt-buehl.com)

The Almanac, South Hills of Pittsburgh newspaper (www.almanac.net)

Internships

Professional Writing Services by Jennifer Dunn Escalona (www.jennescalona.com),

Rogue Market (www.rogue-market.com), *In Pittsburgh Newsweekly*

Software Programs

Word, Excel, InDesign, Acrobat Professional and Reader, Photoshop, Illustrator, PowerPoint, Framemaker, QuarkXPress, Snagit; SmartSeries, Agility, Wordpress, Venuti CMS

Education

Master of Arts in Professional Writing, Kennesaw State, Kennesaw, GA, Dec. 2010; 3.9 GPA

Bachelor of Arts, Washington & Jefferson College, Washington, PA, Aug. 1995

Certificate in Management Essentials, Emory Univ., Atlanta, GA, Fall 2011

Presentation Skills Workshop, The Buckley School, Atlanta, GA, Dec. 2010

Beginner/Intermediate InDesign Continuing Ed. Classes, Emory Univ., Atlanta, GA, Fall 2007

Activities/Community Service

Red Clay Review Staff Member 2009-2010 (www.redclayreview.com)

Golden Key International Honour Society Member (www.goldenkey.org)

Sigma Tau Delta English Honor Society Member (www.english.org)

Mitsubishi Electric America Foundation Volunteer (www.meaf.org)