

John F. Childers

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Objective

Secure a rewarding and challenging position that best utilizes my creative, interpersonal, analytical, communications, and organizational skills.

Professional Profile

Broad
Experience

Idealist-
Counselor

Focused
Professional

Talented professional with demonstrated expertise in **copywriting, marketing communications, technical writing**, training materials and curriculum **development**, and regulatory and legal **research**. A capable **manager** and team player who effectively applies advanced interpersonal and general communication skills to **efficiently direct work** and **help others achieve**.

- ♦ Strong [Idealist-Counselor](#) personality on the Kiersey Temperament Sorter.
- ♦ Lifelong learner, eager to take on new challenges.
- ♦ Special ability to maintain and direct group focus in difficult situations.

Skills Summary

Copywriter
Technical Writer
Manager
Trainer

Proven ability to analyze and communicate marketing, business, technical, theoretical, and legal concepts to a wide variety of audiences from the uneducated to the highly educated and experienced.

- ♦ Award-winning copywriter (20+ marketing awards including ADDY/OMNI Gold)
- ♦ Excellent technical, training, and business materials development skills.
- ♦ Business presentation and accredited training delivery

Professional Experience

Many Hats Creative (www.manyhatscreative.com) *Lawrence, Kansas*

Proprietor | 2008 to Present

Providing freelance copywriting services among a host of other creative offerings including ad concepting and layout, general business consulting, planning, and development; live music performance, music lessons, personal chef services, and more.

SoftVu LLC (www.SoftVu.com) *Overland Park, Kansas*

Senior Copywriter/Communications Manager | 2002 to 2008

Served at different times in overlapping roles including copywriter, technical writer, customer support specialist, trainer, business development executive, client manager, marketing communications specialist, departmental manager, and in other roles. Broad range of accomplishments over a six-year career.

Interactive
Copywriting

- ♦ Concepted, pitched, and scripted hundreds of interactive ad pieces, including animated Flash eBrochures, video brochures, video introductions, radio spots, online-newsletters, company websites, flash banners, and more.

- Recruited Creative Team ♦ Helped recruit and manage award-winning creative team (25+ marketing awards including ADDY/OMNI Gold Awards).
- Won 25+ Ad Awards ♦ Developed a discovery-based process to help clients think through their sales process to identify the key company product or service selling points.
- Developed Processes ♦ Helped develop innovative (“RapidFire”) creative services production method that significantly reduced average production turnaround.
- Technical Writing ♦ Developed and maintained user documentation and training programs for Relay, SoftVu’s flagship product and web-based communications platform and its add-on modules (Survey, Invite, TalentVu video interviewing, eCards, and custom modules).
- Business Analysis ♦ Drafted, edited, and maintained library of 30+ company white papers and client success stories
- Marketing Materials ♦ Developed and edited internal marketing and sales materials, messaging, strategic business documentation, job descriptions, and more.
- Customer Support ♦ Provided Tier II and III Customer Support.

Tidestone Technologies, Inc. (www.tidestone.com)/Actuate Corporation (www.actuate.com), Overland Park, Kansas

Senior Technical Writer/Courseware Developer | 1999 to 2002

At Tidestone, focused technical writer, documented code base, developed from-scratch technical manual, and contributed to user documentation. With Actuate, completed end-to-end user and technical documentation revision and moved to technical training program development role.

- Technical Writer ♦ Developed, revised, and maintained user and technical, print and on-line documentation and training materials including manuals, PowerPoint slides, and course exercise files.
- User, Technical, & API Documentation ♦ Revised and maintained highly technical developer-oriented Application Program Interface documentation.
- Courseware Development & Delivery ♦ Worked collaboratively with other technical writers and software development team to create new Technical Encyclopedia manual.
- ♦ Developed and presented new XML-based interactive training program

Mayhew Environmental Training Associates, Inc. (META), Lawrence, Kansas

Technical Services Director / Training Materials & Curriculum Developer / Training Delivery Specialist / HR Director (Titles are Cumulative) | 1991 to 1999

Served in increasingly responsible roles including administrative assistant, technical writer, regulatory specialist, training delivery and materials & curriculum developer, client manager, departmental director, and in other roles. Broad range of accomplishments over a eight-year career.

- Departmental Director ♦ Reorganized and redirected *Technical Services Department* to take advantage of new market opportunities. Maintained and promoted department internally during market downturn
- ♦ Developed and implemented procedures for tracking proposal opportunities.
- ♦ Created and presented proposals in response to government and commercial RFPs.
- ♦ Negotiated win-win resolution of regional EPA and state regulatory citations, saving company major financial penalties and lost revenue.

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| Departmental Director | <ul style="list-style-type: none"> ◆ Resolved conflicts between internal and contract employees, employees and clients, and other personnel. ◆ Saved several thousand dollars in insurance premiums by successfully challenging insurance company audit. ◆ Completed major insurance claim after burglary. |
| Curriculum Developer | <ul style="list-style-type: none"> ◆ Digitized and Revised 12 AHERA (Federally mandated asbestos remediation), several OSHA (occupational health) training programs, 3 EPA Lead-Based Paint Abatement programs, and many other Federal and state-accredited technical training programs, including new hands-on training techniques, materials, and procedures. ◆ Maintained and updated all curricula in response to constantly changing regulations, environmental technology and training media technology. |
| Accredited Training Delivery Specialist | <ul style="list-style-type: none"> ◆ Scripted, revised, performed, produced, directed, and obtained state and Federal approval of 90-minute training video meeting Federal OSHA training requirements. ◆ Presented accredited environmental training to a wide-ranging and diverse audience throughout the U.S. and (occasionally) overseas. |
| HR Director | <ul style="list-style-type: none"> ◆ Revised personnel manual to reflect current business practice and in response to changes in employment law. ◆ Interpreted and enforced company policies within company and with contract employees. ◆ Developed, revised and published departmental job descriptions for all positions. ◆ Developed and shepherded Equal Employment Opportunity Program through approval process (City of KCMO). Maintained program after approval. |

Previous Positions: Prior to college: Auto Shop Service Manager (1981 - 1982); Auto Sales Representative (1983 - 1984); Restaurant Manager (1984 - 1985); During college (1985 - 1990): Auto Detailer (1985 - 1988); Concrete Construction Worker (1988 - 1990).

Education

Bachelor of Science in Education (Plus 18 Graduate Credit Hours)
 December 1990, University of Kansas | Major: Secondary Language Arts Education
 GPA in Major: 3.7/4.0 Overall: 3.0/4.0

Many short courses and continuing education classes in copywriting, technical writing, general business, environmental areas, issues, environmental law, and marketing theory and practice.

Hobbies and Interests

Accomplished jazz musician (saxophone). Active member of [Key West Jazz Quartet](#) and [Jazzhaus Big Band](#).

[KCBS](#) Certified Barbecue Judge, member of barbecue team, and backyard barbecue enthusiast

Active church member (Council, Personnel, Choir, worship music groups)

References

Personal and professional references available on request.