

Marcia L. Seager Swan

Technical & Marketing Communications | User Assistance | Publications Management

Effective communicator and project manager with proven ability to assimilate scientific and technical information from various sources and deliver it to diverse audiences in formats appropriate for each.

STRENGTHS & SKILLS

- Manage geographically dispersed project teams and multidisciplinary projects.
- Build consensus to allocate resources among multiple concurrent tasks in an agile development environment.
- Write to facilitate topic reuse and localization; edit for content, style, and tone.
- Practical experience with DITA standard, XML, HTML, and other Web publishing formats.
- Software proficiency:
 - Manage content resources using SDL Trisoft, Perforce, and ClearCase.
 - Deliver formatted content using XMetaL, Adobe products (FrameMaker, InDesign, Illustrator, Photoshop, Dreamweaver), and Microsoft Office products.
 - Manage projects using JIRA, Lotus Notes, and Microsoft Project.

PROFESSIONAL HISTORY

DatapointLabs, LLC (Ithaca, NY)

Marketing Manager, February 2013–present

- Responsible for managing partner alliances, improving customer relationships, and bringing consistency to the variety of communications disseminated by the company's multiple affiliated brands.
- Edit and produce *Datapoint*, the company's e-news bulletin (v19.1 and later); write service bulletins and release notes; edit technical presentations and publications; collaborate with partners to leverage social media for topics related to materials, physical properties testing, and material data management and use.

Autodesk, Inc. (Ithaca, NY)

Senior Content Developer, March 2010–November 2012

- Served as Learning Experience (LX) lead for injection molding simulation software products.
- Managed LX team resourcing and negotiated LX deliverables for feature teams following agile development processes.
- Managed delivery of product help in the context of corporate, business unit and LX group goals to leverage new media, reduce installation footprint, and enhance learning opportunities.
- Coordinated migration of injection molding simulation help content from its legacy development environment into the company's standard content management and authoring environment.

Technical Writer, February 2009–March 2010

- Served as Technical Publications Lead for injection molding simulation software products.
- Worked with product development teams to deliver and maintain help systems, tutorials, and other technical publications.

(Autodesk, Inc. acquired Moldflow Corporation in June 2008 and completed staff transition in February 2009.)

Moldflow Corporation (Ithaca, NY)

Documentation Manager—Ithaca, April 2005–January 2009

- Managed documentation resourcing and deliverables for injection molding design analysis software development projects.
- Transitioned help content from unstructured HTML to a structured (DITA/XML) authoring environment; merged three product-specific source directories to a single-source, shared directory structure.
- Coordinated with product training, technical support, and marketing groups to assure consistent communication of product research and technical information; edited white papers and technical articles.
- Technical editor and typesetter of *Moldflow Design Guide*. Jay Shoemaker, Moldflow Corporation, ed. Cincinnati, OH: Hanser Gardner Publications, Inc., 2006.

Marketing Communications Positions, April 2000–April 2005

- **Technical Communications Manager** (April 2000–April 2001): Managed development and production of print and online editions of *Flowfront*, a semi-annual magazine: prepared themes and content outlines; researched and wrote pertinent articles; edited articles supplied by internal and external contributors; managed print distribution to 15,000+ customers and prospects internationally. Interacted with product managers and research staff to develop marketing collateral, white papers, and multi-media presentations. Responsible for consistency and accuracy of internal and external marketing communications; maintained corporate identity guidelines. Managed speaker recruitment and assisted with logistics for annual international user group conference.
- **Creative Services Manager** (April 2001–November 2004): Also responsible for print production of corporate marketing collateral: managed overseas vendor relationship; delivered printed materials internationally, on budget; managed graphic design staff.
- **Editorial Manager** (November 2004–April 2005): Also managed public relations staff.

(Moldflow Corporation acquired C-MOLD in April 2000.)

C-MOLD (Ithaca, NY)

Technical Communications Manager, April 1990–April 2000

- Coordinated releases of injection molding simulation software products: prepared technical documentation and release notes, designed and produced packaging, coordinated with marketing and sales staff internationally.
- Managed content on intranet, extranet, and public Web sites. Edited and produced print and online editions of quarterly product newsletter.
- Coordinated logistics for technical meetings and tradeshows.

Blasland, Bouck & Lee (Syracuse, NY)

Technical Editor, August 1988–April 1990

- Edited and verified information for proposals, reports, and presentations related to environmental and civil engineering projects.
- Developed and produced marketing materials for engineering services.
- Coordinated logistics for meetings and seminars.

EDUCATION & EXPERIENCE

Master of Science Degree

Science and Environmental Communication

The Ohio State University (Columbus, OH), 1988

- **Research Associate**, Ohio Sea Grant Education Program (September 1986–June 1988): Assisted with research and educational programs related to the Great Lakes and environmental/aquatic ecology issues.
- **Technical editor** of *The Great Lake Erie, a Reference Text for Educators and Communicators*. Rosanne W. Fortner and Victor J. Mayer, eds. Columbus, OH: Ohio State University Research Foundation, 1987.
- **Educational Consultant**, Department of the Interior, National Park Service (May–August 1987): Internship based in Great Smoky Mountains National Park (Gatlinburg, TN). Coordinated team that developed educational activities to interpret research projects in the Park to visitors.

Bachelor of Science Degree

Environmental Education

Cornell University (Ithaca, NY), 1984

- **Classroom Assistant**, Henry St. John School/Belle Sherman School (September 1981–May 1984): Cornell University work-study appointment. Provided general classroom assistance for grades K–6, including instruction in English as a Second Language.
- **Naturalist Intern**, New York State Department of Environmental Conservation (September–November 1983): Based in Five Rivers Environmental Education Center (Delmar, NY). Led interpretive activities for various audiences. Designed and constructed exhibit to illustrate biodiversity in edge communities.

Additional Experience

- **Certified ScrumMaster**, January 2009, Scrum Alliance (www.scrumalliance.org).
- Member of Ithaca office Emergency Response Team (1992–2012). Certified in first aid, CPR, and AED use.
- Rotary International Exchange Student to Peru (July 1979–July 1980). Spanish language proficiency.

Publications, work product examples, and professional references are available at marciaswan.weebly.com.