

TODD W. CARTER

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Skills

Windows XP, Mac OS X, Office XP/2003/2007, project management, Dreamweaver, HTML, XML, Visio, Acrobat, FrameMaker, RoboHelp, Photoshop, SnagIt, OneNote, wireless networking, expert Internet researcher, CMS and blogging tools

Experience

8/2007-Present **SONY PLAYSTATION** **Foster City, Calif.**
Senior Technical Editor (Contractor)

- Edit and create new content for PlayStation 3 product information, including printed manuals, online user guides and marketing materials.
- Review Japanese-to-English translations of product information.
- Manage review of product information by subject-matter experts in legal, marketing, consumer services and other departments.
- Oversee localization of product information by translators.
- Perform similar duties for other PlayStation game consoles, as needed.

2/2007-5/2007 **Technical Writer** **Grand Rapids, Mich.**

- Contract technical writer for software development office of Diamond Phoenix Corp., a materials handling company. (diamondphoenix.com)
- Wrote, edited and prepared documentation for several custom software programs for end users.
- Used advanced Word 2007 features, as well as online help applications.

1997-Present **Freelance Writer** **Allendale, Mich.**

- Writes copy for corporate web sites and marketing materials.
- Writes articles about technology and the automotive industry for

The Detroit News. This involves researching potential profile companies, interacting with business editor to get permission to write story, setting up interviews with company officials and outside analysts, and writing article.

- Blogged for PVR Wire (pvrwire.com), which covers TiVo and other personal video recorders, and other Web sites. Stays up on latest technology industry news on a daily basis.
- Covered business, technology and other areas for MSNBC.com, *Home Office Computing*, *Detroit Free Press*, *The Grand Rapids Press* and many other online and print publications. Researched topics, interviewed sources and wrote articles.
- Researched and wrote several profiles on celebrities-turned-entrepreneurs for *The Wall Street Journal*. Involved persistence, as many celebrities don't want to be interviewed.
- Use Dreamweaver and HTML to update my personal Web site.

2003-2005

Author

Allendale, Mich.

- *Wireless All-in-One Desk Reference for Dummies* (Wiley, 2005)
- *How to Do Everything with Your TiVo* (McGraw-Hill, 2004)
- *Microsoft OneNote 2003 for Windows Visual QuickStart Guide* (Peachpit Press, 2003)
- *Teach Yourself Visually Wireless Networking* (Wiley, 2003)

Skills used during book-writing process:

- Research subjects to create detailed book proposal and table of contents before starting book.
- Perform research on competing books and potential buyer market.
- Set up and configured home-networking equipment for two networking books.
- Quickly learned Microsoft OneNote 2003 software for book on same topic.
- Set up, configured and used TiVo devices for TiVo book.
- Write books in Microsoft Word 2003.
- Create all computer-screen captures for books using SnagIt screen-capture software.
- Use FTP Voyager to upload completed content to publishers' ftp sites.
- Use Dreamweaver and HTML to update my personal Web site (www.toddcarter.com) when books are completed.

2000-2002

**ASPstreet.com, HSPstreet.com
Editorial Director.**

Allendale, Mich.

- Oversaw Web site covering software as a service, or application service providers (ASPs).
- Oversaw Web site covering Web hosting industry.
- Wrote own articles for both Web sites.
- Edited press releases for publishing on both sites on a daily basis.
- Published news articles on both Web sites using a proprietary content-management system.
- Wrote and distributed newsletters from both Web sites on a daily basis.
- Edited outside copy from companies and industry groups to conform with style and content guidelines.
- Oversaw about a dozen freelance writers. Assigned articles, edited copy, published their articles on both sites and handled invoices and other paperwork.
- Planned and implemented new Web site features.
- Traveled to trade show events to cover speakers and other news.
- Assisted in marketing our Web sites to trade show attendees at several trade shows.
- Filled in when necessary to handle advertising inquiries.

1996-1997

**MCI TELECOMMUNICATIONS
Senior Staff Specialist.**

Vienna, Va.

- Researched and wrote market, regulatory and internal information necessary to help MCI enter the local telephone market.
- Worked with other MCI departments across the United States to gather research.
- Compiled research into reports for executives.
- Helped distribute research and other information within department and to other departments, either via paper, e-mail or an internal Web site I oversaw.
- Managed internal Web site and intranet database projects related to MCI's local market entry efforts.
- Oversaw programmers and designers related to the internal Web site.
- Used proprietary content-management system to publish information to intranet Web site.
- Used HTML during publishing process.
- Traveled to various MCI facilities to train employees on use of new databases for project related to entry into local phone market.

- 1996**
- DOW JONES & CO.** **Washington, D.C.**
Federal Filings Business News
Editor.
- Oversaw real-time newswire's coverage of gaming and lodging industries.
 - Managed a gaming and lodging reporter.
 - Rewrote complex financial press releases and other information on deadline to transmit over newswire. Usually turned around information within five minutes.
 - Analyzed gaming and lodging stocks for subscribers.
 - Attended gaming trade show and reported on news about industry on deadline.
- 1993-1996**
- TELECOMMUNICATIONS REPORTS** **Washington, D.C.**
Telecommunications Reports
Associate Editor.
- Covered Congress, including House and Senate committees and subcommittees, as well as House and Senate floor debates and proceedings.
 - Covered White House, especially Vice President Al Gore, on administration decisions involving technology, Internet and telecommunications issues.
 - Covered federal agencies, including the Department of Commerce, as it related to technology, Internet and telecommunications issues.
 - Covered consumer issues and related interest groups as it related to consumer issues involving technology, the Internet and telecommunications.
 - Wrote for daily and weekly publications about telecommunications and related issues.
 - Established network of industry insiders who helped me break exclusive stories on deadline.
 - Edited other writers' copy on production days.
 - Was first reporter in newsroom to regularly use Internet for research. (Circa 1993)
- 1990-1992**
- ASSOCIATED PRESS** **Lansing, Mich.**
Stringer.
- Covered various news, political and sporting events around mid-Michigan on a freelance basis.
 - These included national coverage of basketball star Magic Johnson's wedding, several feature stories, and political speeches and rallies.

- 1989-1992

 - Assisted with election night, college football coverage

MIRS NEWS SERVICE **Lansing, Mich.**
Editor.

 - Covered Michigan Legislature, governor, state agencies and elections for daily news service.
 - Assigned stories to reporter and freelance writers.
 - Edited copy of staff reporter and freelance reporters.
 - Managed news and production staff, including overseeing and editing daily work, scheduling vacations and conducting performance reviews.

- 1988-1989

THE HOLLAND SENTINEL **Holland, Mich.**
City Hall and Political Reporter.

 - Covered city government, including the youngest mayor in the United States at the time, on a daily basis.
 - Attended city council and other city meetings and wrote about them on deadline for next day's paper.
 - Covered local, state and national politics, including 1988 presidential election.
 - Regularly wrote feature stories on various topics.
 - Conducted extensive research on mortgage lending in city for major investigative article. Involved requesting documents from local banks and federal government agencies, analyzing data, interviewing sources in banking and discrimination, and writing lengthy article.
 - Occasionally substituted for police reporter during weekends.
 - Created computer graphics on a Mac to accompany my stories.

- 1987

CNN **Washington, D.C.**
Intern.

 - Worked within Political Unit, researching 1988 presidential candidates.
 - Performed various duties within newsroom, including assisting writers, and operating anchor camera and teleprompter.

- 1987

THE GRAND RAPIDS PRESS **Grand Rapids**
Intern.

 - Covered city government and spot news for large metro daily newspaper.
 - Wrote feature stories.

- 1981-83

Stringer.

 - Wrote feature and entertainment articles, including music reviews.

- Covered local governments for weekly community sections.

Education

MICHIGAN STATE UNIVERSITY **East Lansing, Mich.**
School of Journalism. Bachelor of Art in journalism, with minor
in political science, 1988.

Affiliations

Society of Technical Communicators