

**Penelope Hyslop**  
[penelope@skillfulquill.com](mailto:penelope@skillfulquill.com)

### **SUMMARY**

Innovative, flexible and loyal leader with more than 10 years experience creatively guiding and collaborating on content projects. Teams and projects flourish because of my zeal for clear, consistent communication, my attention to detail and ability to work well with talented people.

- Experienced creative writer with the flexibility to understand any audience and craft well-targeted, powerful messages.
- Genuine talent for cultivating excellent working relationships with team members, clients and vendors.
- Positive, tenacious problem solver who thrives on new challenges.
- Consistently delivers high-quality results on time or ahead of schedule.
- Competencies: Effective Communication and Messaging, Project and Product Management, Knowledge Management, Process Documentation and Improvement, Requirements Gathering, Usability Testing

### **EXPERIENCE**

**Accenture, Austin, Texas**

**2005 - Current**

---

Consulting company delivering integrated welfare eligibility solution to the State of Texas.

#### ***Communications Specialist***

- Proposed approach, gained approval and managed Knowledge Management improvement project to provide call center staff with accurate, up-to-date reference materials. Led several teams, coordinating content and design updates, build, test and user launch.
- Managed all aspects of Intranet creation and launch, defining requirements, assessing tools, managing multiple teams to implement customizations, writing content, testing system and organizing user launch. Also maintain and improve site, providing employees with up-to-date source of project information.
- Write, edit and maintain internal project documents, including style guides, project guidebooks and other orientation materials, job aids, help documentation and weekly project-wide email newsletters.
- Restructured and rewrote mandatory training courses to make content accessible to employees in roles ranging from call center representatives to executives. New training praised by State clients and employees.

**Skillful Quill, Austin, Texas**

**2003 - 2005**

---

Freelance writing business providing a broad range of content to Austin businesses.

#### ***SpeakWrite***

- Transformed complex help content into consistent, easy-to-grasp descriptions, steps, tips and policies for a new web-based system. The client's response: "The online help is a huge hit," and "Can you take on these new projects?"
- Defined straightforward style guide, providing client with a reference and examples to help them maintain a consistent voice throughout future content maintenance.

#### ***SmartSwing***

- Wrote crisp, informative web site copy, brochures and white papers about innovative golf club that helps customers learn consistently good golf swings.

- While editing second phase web copy, suggested that customer testimonials be revised to focus on positive results and benefits instead of their golfing challenges. Resulting copy was consistent with client's goals.

Additional client work includes permission marketing email newsletters, press releases, web site copy, brochures, annual reports, help systems and user guides.

### **BearingPoint, Austin, Texas**

**2004 - 2005**

State, Local and Education consulting practice providing business integration services nationwide.

#### **Writer**

- Wrote executive summaries and polished marketing, technical and other types of proposal content to articulate company's strategies and qualifications.
- Collaborated with diverse teams to unearth win themes and present the company's capabilities in the best light.
- Interviewed company consultants and wrote case study and solution overview brochures that communicated company's abilities to prospective clients.

### **Colabranet, Inc., Austin, Texas**

**2001 - 2003**

Software company providing industry-specific sales optimization solution.

#### **Product Manager**

- Wrote marketing collateral such as press releases, brochures and product slicks and revised business collateral such as business plans and proposals to help company win new customers and investments.
- Wrote and maintained end user help text, detailed release notes and related collateral for each software upgrade to encourage customer adoption of enhancements and new features.
- Worked directly with customers to gather feedback, which facilitated company's reputation for excellent customer service.
- Replaced ad hoc specification process by writing, publishing and maintaining functional specifications, resulting in up-front consensus building and improved project efficiency.

### **Powered, Inc., Austin, Texas**

**1999 - 2001**

Startup providing a co-brandable learning platform to the web customers of top-brand clients.

#### **Business Analyst/ Project Lead**

**2000 - 2001**

- Identified need for and motivated creation of user-friendly documentation of new product, resulting in improved inter-departmental communication and a solid basis for ongoing training for both internal teams and clients.
- Analyzed and presented functional requirements for complex product redesign, achieving executive approval for project that significantly decreased time to market and increased the product's maintainability, customizability, scalability and reliability.
- Led creative team in reevaluating, redeveloping and documenting user interface for online learning platform on schedule.
- Recognized critical project gaps and acted as liaison to resolve problems quickly and communicate project scope changes to stakeholders.

#### **Senior Producer**

**1999 - 2000**

- Joined month-old startup to help strategize, document and create online university site. Through changing business strategies, redesigned and managed project to deliver pilot business-to-business-to-consumer product that secured venture funding.

- Planned usability tests of product; analyzed results and ensured that product revisions solved critical issues to greatly improve client and user satisfaction.
- Organized completion of pilot product for Demo 2000 conference, resulting in positive industry press and new clients. Also analyzed, scoped, gained signoff on and managed three additional product and administrator tool revisions.
- Improved employee motivation through strategy, management and workforce transitions by actively listening and communicating, which retained talented employees and thereby increased company value. Implemented morale-boosting ideas, including cross-departmental “show and tell” and team recognition days.

**MicronPC.com, Nampa, Idaho**

**1996-1999**

Direct PC manufacturer providing online product configuration and ordering.

***Web Team Producer***

**1998 - 1999**

- Used knowledge of creative process, customer needs, company goals and available technology to collaborate on or lead seven major site revisions over three years. Coordinated teams, scope and timelines to successfully launch projects including site architecture, user interface, customer-friendly product information, online store flow and functionality, and product wizard and comparison tools.
- Proposed project and acted as liaison to extract and publish technical specifications obscured by legacy systems and processes. After project launch, customers gained access to needed information, reducing length and perhaps number of inbound calls.
- Initiated team Intranet site to facilitate employee input and communication. Project spawned new processes, which improved inter-departmental communication and significantly reduced the quantity, frequency and frustration of project reworks.

***Content Editor***

**1996 - 1998**

- Participated in PC and software launches by brainstorming, researching, interviewing, writing, editing, gaining legal signoff, launching, testing and maintaining marketing copy, feature and benefit analysis and product data.
- Drove to completion several large content projects, including detailed buyer’s guides for PCs and networking products. Content reduced inbound calls and was linked to and/or cloned by several technology web sites.

**EDUCATION**

BAs in Advertising and English at University of Idaho, Moscow, ID

1993

Exchange Program at University of Sunderland, Sunderland, England

1992