

RUTH M. AOKI

OBJECTIVE

Technical writing position in an organization that values an employee with strong work ethics who can succeed both as an individual or team contributor, consistently takes initiative and possesses strong writing, research, analytical, leadership, and organizational skills.

PROFESSIONAL SUMMARY

Strong editing, writing, interpersonal, and organizational skills.

Solid computer expertise, especially in MS Office, FrameMaker, and SAMS (Software Asset Management).

Responsible for designing and producing a major database for production department for tracking documentation, fulfilling top priority on department's published goal list.

Effective project manager. Particularly effective in multi-tasking and ensuring on-time delivery, with emphasis on customer satisfaction.

Chair of Plymouth Master Plan Task Force and Vice-Chair of Master Plan Committee. Researched town's needs and directed the writing of the Town's Master Plan, passed in 2005.

Over 15 years successful experience in publications, including customer service, sales, printing,, and production management, preceded by more than five years in marketing/public relations.

QUALIFICATIONS/ACCOMPLISHMENTS

Tracking/Project Management

Researched, designed, and created Access database to track deliverables through the production department, including queries and reports for varied needs of end-users, having never used Access before.

Contributed to success of several documentation releases through careful tracking and follow-through.

Publications and Printing

Taught and wrote English language books for Japanese airlines.

Researched and co-authored "Christmas in New England" for the Antiquarian Society .

Performed copy and production edits and proofing for highly technical documentation.

Created and proofed final pdfs for print and online documentation.

Prepared and managed internal document approvals, vendor submissions, and proof approvals.

Sold 4-color, 2-color offset printing, engraving; increased sales by 30%.

Handled all aspects of \$1.5 million EMC account including customer contact, print production, inventory maintenance, on-demand delivery and billing .

Administered customer service for two-color, high volume offset and docutech shop, fast paced 5,6-color shop specializing in merchandising print and fulfillment.

Marketing

Produced direct mail pieces and catalogs mailed to 1.5 million households.

Created detailed mailing lists for printing plant; increasing qualified names by

over 400%.

Researched and authored reports for a bank and college.

RUTH M. AOKI

Page 2

Public Relations

Wrote and edited newsletters for corporate and non-profit organizations.
Created and directed pre-opening media promotions for hotel.
Directed public relations for corporations, hotels, dealers and stores.

Advertising

Administered \$1.2 million hotel corporation advertising budget.
Saved employer over \$500,000 by developing in-house advertising agency that produced print, radio and outdoor advertising.
Handled \$800,000 yearly advertising for nine stores.

COMPUTER SKILLS

FrameMaker, Illustrator, SAMS (Software Asset Management)
PC Windows and Macintosh based systems
Microsoft Office, Access, Microsoft Word, Word Perfect, Excel, Outlook
PSI (Program Solutions) and Covalent Print Order Entry systems
Label Works, Bar Code software

EMPLOYMENT SUMMARY

Reineke and Associates, Northboro, MA, Sr. Technical Project Manager (2005 - Present)
EMC Corporation, Hopkinton, MA, TAC Contractor, Technical Publications Group (2003-2005)
JM Perrone & Company, Hingham, MA, Customer Service (2001)
Lanier Professional Services, Canton, MA, Customer Service (2000 to 2001 and 1999 to 2000)
Star Printing Co., Brockton, MA, Customer Service (2000)
Rogers Print, Inc., Plymouth, MA, Marketing/Inside Sales (1996 to 1998)
Hanson Printing Company, Brockton, MA, Sales Representative (1995 to 1996)
Nimrod Press, Westwood, MA, Engraving Sales Representative (1989 to 1995)
Various contracting positions in marketing, research, and writing (1970+)

EDUCATION

Boston University, BA, English Language and Literature