

JOE CROSS

WWW.JOECROSS.COM • 159 MALTS AVE. • WEST ISLIP, NY 11795 • TEL 631.587.3779 • JOE@JOECROSS.COM

SKILLS & SOFTWARE

- ◆ Extensive writing, editing, and production/development experience across a variety of media, topics and fields—including online copywriting, technical writing, promotional writing, and public relations writing.
- ◆ Creative direction, including conducting client discovery and analysis, project scoping, and developing branding and positioning for both existing and new products and companies.
- ◆ Information and content architecture abilities, such as generating sitemaps, content audits, and flowcharts.
- ◆ Advanced computer proficiency with diverse programs on both Macintosh and Wintel platforms.
- ◆ Program knowledge includes Adobe GoLive, Adobe Pagemaker, Adobe Photoshop, Adobe Acrobat, Adobe FrameMaker, RoboHelp, Macromedia Fireworks, Visio, Microsoft Office Suite (Project, Excel, Outlook, PowerPoint, Word), Internet Authoring Tools (basic HTML, FTP, BBEdit and Allaire HomeSite), Symantec Contact Programs (ACT, WinFax), WordPerfect and QuarkXpress.

EXPERIENCE & WORK HISTORY

JOECROSS DOT COM, FREELANCE CREATIVE AND TECHNICAL COMMUNICATIONS CONSULTING (11/98-PRESENT)

- ◆ Provided Web copywriting, technical writing, and information architecture services—from rethinking and reworking existing sites and processes to conceiving and writing effective new sites and campaigns from the ground up.
- ◆ Wrote email marketing campaigns, headline/banner copy and mini-site landing pages, customer service portals, CD-ROMs, technical/back-end documentation, and press releases.
- ◆ Interfaced with diverse brands and markets from consumer to B-to-B, translating existing hard copy assets and legacy materials into focused interactive content—and helped manage the user experience by re-positioning and polishing existing online content.
- ◆ Worked both independently, managing solo projects from conception to completion, and as part of existing interactive agency creative teams for larger scope projects.
- ◆ Client roster includes SciVantage, ge.com, Broadview Networks, Philips, 3M, Modem Media, Chase, and others.

OLYMPUS AMERICA INC., A WORLD LEADER IN CONSUMER, INDUSTRIAL AND MEDICAL OPTICS INTERNET BUSINESS DEVELOPMENT SPECIALIST (2/99-2/00):

- ◆ As lead content developer and editorial manager, helped launch the 3,000 + page Olympus Web site (www.olympusamerica.com). Also launched Olympus's first e-commerce venture, the Olympus Emporium, writing content and creating the IA.
- ◆ Positioned, created, and posted original online content; edited and refined legacy content, turning highly technical medical, industrial and consumer product brochures into functioning, targeted Web pages.
- ◆ Interacted and interfaced with all Olympus brands and managers (from endoscopes to printers, industrial microscopes to digital cameras) and generated content solutions for their respective audiences—from introducing and writing new product copy and frequently asked questions to creating feature stories and articles.
- ◆ Developed Olympus's comprehensive content management system, coordinating a team of manager-level representatives to maintain, update and create site content.

1800FLOWERS.COM, THE WORLD'S LARGEST FLORIST AND AN E-COMMERCE PIONEER ASSISTANT MANAGER, CORPORATE PUBLIC RELATIONS (2/97-2/99):

- ◆ Head corporate writer/editor for President, executives, and Marketing/Public Relations Departments. Wrote and edited letters, Web content and editorial, by-lined pieces, releases, and direct mail creative copy.
- ◆ Developed and published online copy for the award-winning 1800flowers.com and America Online.

- ◆ Assisted with creation, design, and editorial content of national communications publications and direct mail pieces.
- ◆ Created and executed national radio promotional program, exchanging original content, interviews, and giveaways for on-air time. Worked with more than 100 stations in top U.S. markets, achieving average media dollar value of 40:1.

***THE CHRONICLE*, HOFSTRA UNIVERSITY'S WEEKLY NEWSPAPER**

EDITOR IN CHIEF (5/95-5/96):

- ◆ Acted as chief executive officer, publishing a 28-40 page issue with a circulation of 8,500.
- ◆ Edited all copy, design, and advertisements for A.P. style, flow and grammar; wrote editorials; performed layout, typesetting and production; handled budgeting and coordination with printer.
- ◆ Named All-American newspaper by the Associated Collegiate Press for 1995-96, the highest award in the field of collegiate journalism.
- ◆ Recruited, trained, and managed a staff of 50.

NEWS EDITOR (2/94-5/95):

- ◆ The head of the news section, responsible for developing and assigning stories and photos.
- ◆ Wrote, edited, and typeset news, sports, entertainment reviews, features, and a weekly column.

EDUCATION

HOFSTRA UNIVERSITY

- ◆ B.A. in English specializing in creative writing and literature; minor in philosophy.
- ◆ Awards and honors include Hofstra University Junior Man of the Year; Society of Collegiate Journalists Awards: First Place for Sports News Writing, Third Place for Opinion Writing, Honorable Mention for News Writing; Columbia Scholastic Press Association Gold Circle Award for Sports News Writing; Who's Who Among American Colleges and Universities; New York State Creative Writing Award.

REFERENCES FURNISHED UPON REQUEST. PORTFOLIO AVAILABLE AT WWW.JOECROSS.COM.
