

Peter C. Johnson

Technical and Marketing Communications; Project, Product Management

Metropolitan Atlanta area

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Summary

- Experienced senior technical and marketing communicator, content strategist, product and project manager. Results-driven.
- Reliable. Demonstrated record of success in leadership and execution. Unique qualifications from service as a U.S. Army intelligence officer.
- Information technology and marketing experience in the data center, healthcare (acute and post-acute care), Enterprise Resource Planning (ERP), financial services, pharmaceutical, government, and retail sectors.
- Diverse international work, skilled in cross-cultural communication. Professional-level foreign languages (German, Russian).

Senior Technical Writer

SPH Analytics

1/2016 – Present

SPH Analytics' products allow healthcare providers, payers, and health plans to measure population health goals and patient experience while meeting regulatory requirements with easy-to-understand, actionable information.

Manage documentation projects from inception through requirements gathering, internal coordination and discovery, project planning, execution, review cycles, and final publication for print, web, and mobile. Create and maintain all corporate technical communications templates in FrameMaker and MS Word. Create and maintain the corporate technical style guide. Enforce standards across 450 employees in seven locations. Primary writer for company HITRUST certification process.

Created and managed the **first-ever set of formal user-facing and technical documentation** for clinical applications.

Deliverables included:

- **User and implementation guides** for a new application, Indicators PQRS, which provided clinicians a dashboard and upload tool for the PQRS quality measures program; three releases of a new application, Population Care | Quality Measures, which allows providers to monitor population health, close care gaps, and maximize Medicare and private payer reimbursements; and three releases of Population Care | MDinsight, which provides clinicians with rich population health insights, care gap and appointment scheduling analysis, and sophisticated reporting.
- **Release notes** for all applications.
- **Technical and developer references** for all applications.
- **Technical specifications and hands-on runbook-type documentation** for the enterprise-wide data warehouse project, which included implementation of SQL Server services and migration from Oracle for ingestion of Electronic Health Records in 29 formats from across the healthcare industry.
- **Marketing materials**, including client case studies and corporate blog entries.

Senior Technical Writer; Product/Project Manager QTS Data Centers 2/2014 – 1/2016

QTS is a leading national provider of data center solutions and fully managed services supported by leading technology, infrastructure, and equipment.

Contractor. Promoted by management to serve in three successive roles, each using my core communications and leadership skills.

Senior technical writer (2/2014 – 6/2014). Researched, wrote, published online documentation in the QTS service catalog library for new product launches. Developed all training, marketing, engineering, and support documentation and materials, requiring extensive coordination with internal lines of business.

Selected to fill the product manager position based on performance in the technical writer role.

Product Manager (6/2014 – 1/2016) for advanced colocation, critical facilities management, and custom data center offerings. Hands-on development and execution of service catalogs, project plans, marketing collateral and campaigns, training, and proposals. Took products to market across 12 data centers, nation-wide. Supported \$10 million in direct sales and recurring revenue. Based on results, **selected for project management** training and assignments.

Project Manager (11/2014 – 9/2015). Applied Project Management Book of Knowledge (PMBOK) process groups and knowledge areas to product lifecycle management (PLM) for high availability, compliance, data security, communications connectivity, cloud, and managed services. Managed documentation of over 50 discrete processes to integrate a purchased managed hosting company with existing operations. Planned and managed execution of marketing, training, legal review, pricing, service level agreements (SLAs). Relationship liaison with customers such as large social media, global search engine, and Fortune 50 financial services corporations.

Content Strategist UPS 6/2013 – 2/2014

Founded in 1907, [UPS – United Parcel Service](#) – is the world's largest global transportation company, operating in more than 200 countries and territories and employing 400,000 people worldwide.

Contract position at UPS's Social and Digital Communications Group. Supported and oversaw content development and changes to UPS.com's **119 country sites in 37 languages**, using a custom version of Interwoven TeamSite. Analyzed project requirements and develop content strategy, developed and deployed application and solutions content, performed quality assurance (QA) testing in multiple environments, resolved changes, and documented improvements to processes and site changes. Significant use of “soft skills” and project management methods to ensure accurate fulfillment of business requirements.

Senior Copywriter Brightree LLC 5/2012 – 5/2013

[Brightree](#) is a Software-as-a-Service (SaaS) business management platform for post-acute care providers: Home Medical Equipment (HME), Durable Medical Equipment (DME), home clinical, infusion and pharmacy, and hospice care.

Primary writer for business-to-business Web, email, and print marketing communications. Wrote, edited, and published technical and thought-leadership papers, customer case studies, software application data sheets, and targeted emails for lead generation. Prepared executive presentations for industry conferences and seminars. **Sales lift of up to 35% for campaign-specific products and offers with high margin.**

Daily interaction with creative agency for project briefs, layouts, illustrations, print production, and Web deployment.

Significant Web content management responsibility: Writer/editor of monthly online customer newsletter, regular updates to product, services, training, events, and other sections of brightree.com. Video concepting and development.

Technical and Marketing Communications Manager OpenSpan, Inc. 12/2008 – 5/2012

OpenSpan software analyzes desktop processes, automates end-user applications and services.

Researched, wrote, and published detailed engineering and user documentation for server- and desktop-based development and integration software based on Visual Studio 2010. Online help contained **over 4,600 individual files**, and displayed based on user context.

Edited, updated, and taught developer-level training modules, which **certified 300+ software developers** on Visual Studio-based technology.

Editorial and technical writing responsibility for company's online developer community, including news, knowledge base, code gallery, product information, and community events. Content attracted and retained over **4,300 registered users participating in 23 subject categories**.

Copywriting, editing, and production of white papers, videos, customer case studies, major product data sheets, sales scripts for inside sales teams, twice-weekly lead generation emails, and corporate Web content that **increased qualified leads by 35 percent**. Managed Google Adwords campaigns.

Senior Agency Copywriter Integrative Logic 3/2008 – 12/2008

Integrative Logic creates marketing programs based on business intelligence and statistical analysis.

Managed, mentored, and coordinated the efforts of 10 writers for multiple verticals – pharmaceuticals, retail, specialty business, financial services, travel and entertainment. Worked with data analysts to develop consumer profiling and segmentation for predictive modeling and customized media and messaging. **Client return-on-investment (ROI)** from direct marketing and customer relationship management (CRM) **routinely exceeded 400% or more**. Maintenance projects and campaigns produced compound returns in many cases.

Produced first-ever departmental budgets and forecasting. **Brought copywriting from 15% deadline compliance to 100% in one month**.

Technical Documentation Manager CDC Software (now Aptean) 2001 – 2008

CDC Software (now Aptean) is an international developer and vendor of Enterprise Resource Planning, Supply Chain Management, and Customer Relationship Management software.

Wrote, edited, published roughly **150,000 pages of technical documentation**. Prepared documentation for localization in several languages. Helped coordinate training development and presentation.

Established, trained, and provided daily technical coordination for an award-winning **offshore technical writing team** on-site in Bangalore, India. **Team became operational in less than two months with superior industry results**. Personnel **retention** rate was still **100% after three years**.

Editorial, Design, Publishing Prior to 2001

PaySys, a large processor of credit card accounts — determined requirements, wrote, edited, and deployed comprehensive online help files for micro-banking projects for China's growing banking industry.

ValuBond Incorporated, the first online bond trading firm, initially independent and now owned by Charles Schwab — wrote and edited technical, training, and marketing materials to launch the **first online bond-trading platform**.

HealthExchange.com — Web content manager for clinical information, brokered insurance programs, consumer information, and business-to-business operations. Firm was purchased by WebMD.

Eclipsys Corporation — Senior writer and editor for a 33-volume publications family of medical enterprise and clinical (acute care) software.

Equifax Card Solutions — Documentation manager; published approximately 44 manuals for the international banking industry. Managed 7 experienced writers. Hired and mentored 5 junior writers, who were productive in minimal time.

Freelance contributing editor and main features writer for the custom automotive art market. Writing assignments ranged from artist profiles and work methods to business and copyright issues.

IBM's ERP solutions group; served as technical and general editorial writer and editor; coordinated development communications, translations, and publishing with the Stuttgart, Germany development department. Regular use of German language.

U.S. Government and National Security

U.S. Embassy Moscow – Army Reserve tour; case officer with Task Force Russia (POW/MIA). Uncovered evidence of American military and civilian prisoners of war and those missing in action held by the former Soviet regime. Selected to be the first uniformed American officer since World War Two to present a briefing in the Kremlin to senior Russian leaders. Russian as a duty language.

Science Applications International Corporation – Private-sector defense analyst. Supported U.S. global strategy with studies, training, and planning exercises in Soviet government, military, and industrial decision-making.

Special Operations Intelligence Officer, U.S. Army National Guard – While working at SAIC (above), served as an intelligence officer in the 19th Special Forces Group (Airborne). Led analytical detachments that deployed globally for special warfare training and operations. Commended for superior success in planning, mission support, and liaison roles to foreign organizations. Rank: Major.

Tactical Intelligence Officer, U.S. Army – Led large, diverse teams with significant equipment responsibilities in all climates, 24/7, around the world. Key staff responsibilities included shaping critical command decisions under pressure and time constraints. German as a duty language for liaison and public relations. Training developer, instructor, and doctrine writer at the U.S. Army Intelligence Center and School for junior, mid-level, and senior audiences. Rank: Captain.

Professional Certifications

Schneider Electric Data Center Certified Associate (DCCA), a global standard for foundational knowledge in data center design, build and operations; cooling, power, racks, cabling, fire protection, management and physical security. Associates possess the knowledge to participate on a team that designs or upgrades the physical layer of the data center.

Technology Skills

Publishing and communications:

- MS Office (Word, Excel, PowerPoint, Project, Visio)
- Adobe FrameMaker 2015+
- RoboHelp 2015
- Acrobat Pro
- Camtasia Studio
- ScreenFlow (Mac)
- Photoshop
- Captivate

Content Management System (CMS) frameworks such as:

- WordPress
- Joomla
- Drupal
- Custom Interwoven TeamSite enterprise CMS

Technical concepts, environments, families of applications:

- HITRUST certification process
- Agile methodology and development cycles
- Data center technologies such as power redundancy, cooling, space planning and property engineering, networks, and infrastructure management.
- Documentation of Visual Studio and .NET processes and applications, Windows Server 2008+ configuration and application hosting, SQL Server 2008+ configuration; client-server/SaaS.

- Basic UNIX, including shell programming.
- Familiar with Lean Six Sigma methods, TIBCO Spotfire and other visualization tools.
- SharePoint Services content administrator.
- Legacy IBM VM/VMS, CICS.

Education

Georgia Military College, Milledgeville, Georgia. A. A.; Distinguished Military Graduate, US Army Reserve Officer Training Corps.

The George Washington University, Washington, D.C. B.A., Russian Language and Literature. Honors, GPA 3.8.

Art Institute of Atlanta, Atlanta, Georgia. A.S., Visual Communications. Honors, GPA 3.89. Degree completed while working full- and part-time.