

## BARBARA R. SAUNDERS

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### SUMMARY

- ❖ Writer, Editor, and Researcher with 20 years experience spanning article and book writing, Web content development, technical communications, and business communications for organizations ranging from startups to Fortune 500 companies
- ❖ Technology Enthusiast and Evangelist with broad experience in RDBMS, B2B and B2C e-commerce, social networking, natural language processing, and search
- ❖ Two years experience writing marketing and educational materials about energy efficiency industry, business, health care, schools, and residences
- ❖ Facilitator and Trainer with over 10 years experience teaching business and technical skills; organizational development; and entrepreneurship to diverse audiences
- ❖ Excellent sales, client management, and customer relations skills
- ❖ Motivated by the challenge of solving complex problems by uniting and translating between people with different backgrounds and interests.
- ❖ Committed to pragmatic approaches to finding and framing problems, generating scenarios, devising and evaluating solutions, and driving successful execution

### PROFESSIONAL HISTORY

Independent Writer/Editor since 2000

**Author** of *Ivan Pavlov: Exploring the Mysteries of Behavior* (Enslow, 2006) for middle-grade readers and numerous magazine articles published on animals/pets, higher education, and fitness

#### Copywriter - Recent Clients

- YWCA of San Francisco & Marin, Communications Consultant since 9/2008
  - Advise Executive Director and Board on the integration of strategic planning, messaging, Web development, and marketing strategies
- Pacific Gas and Electric Company (PG&E), ongoing since 2/2007
  - Write fact sheets, direct mail postcards, manuals, guides, and successful competitive proposals for the Customer Energy Efficiency Outreach group
- Bondurant Group (2008)
  - Wrote Web copy for boutique firm consulting on logistics and supply chain management
- Success Factors (2007)
  - Wrote Web Copy targeting prospective small, medium, and enterprise customers of Software-as-a-Service performance and talent management solutions
- Stanford University (2005-2006)
  - Interviewed university staff and alumni throughout the United States and internationally for projects ranging from copy for an installation to journalistic newsletter pieces
- Westinghouse Digital Electronics (2004)
  - Generated targeted marketing communications, including catalog descriptions, FAQ, and articles related to the launch of this Westinghouse licensee entering the LCD television market

### EMPLOYMENT HISTORY

9/2007-12/2008      *Pets Unlimited, San Francisco* Program Coordinator

- Assessed holistic medicine program viability and recommended adjustments
- Negotiated key veterinarian hire
- Developed internal systems and protocols and trained line staff

- 11/2006-9/2007                      *San Francisco SPCA Program Associate, Public Information*
- Designed streamlined newsletter publishing process that saved over \$1,000 per month while improving upon user privacy safeguards and data collection
  - Assembled ad hoc staff, vendor, and volunteer resources to meet needs not addressed by the process in place
- 2/2004-8/2006                      *H5, Inc.*
- Recruiter: Reduced time and cost to hiring key employees by refining and revising hiring profiles and candidate screening protocols, writing targeted recruitment postings and scripts for agency recruiters, and coaching hiring managers in interviewing strategies. Achieved headcount rise from 21 to over 100 to staff critical project.
  - Analyst/Researcher/Writer: Conducted background research and business process analysis related to complex litigation involving Fortune 10 companies represented by Am Law 100 counsel. Findings were used to justify paid contracts and proof-of-concept arrangements and to lay the foundation for engineering search engine document classification schemes for complex litigation.
- 2000-02                                      *AdvisorTeam.com, Director of Content Development*
- Wrote and edited original copy for online personality testing firm
  - Delivered executive and professional coaching and facilitation in phone and in-person sessions
- 1997-2001                                      *Club One Fitness ACSM Certified Health and Fitness Specialist*
- Provided assessment, exercise prescription, and instruction to individuals
  - Devised, marketed, and delivered classes and lectures
  - Built full-time base with specializations in women's health and strength training; consistently met sales quotas
- 1994-96                                      *Sybase, Inc., Production Editor, Technical Documentation*
- Copyedit and proofread release bulletins, localized documents, manuals, and users guides for technical users in enterprise
  - Devise and deliver training to prepare department for ISO-9000 audit
  - Wrote department procedure manual and created intranet in HTML

## EDUCATION

A.B., Psychology, Stanford University

## COMMUNITY SERVICE

- Rex Foundation, Communications Committee Member since 10/2008
- Project Avary, Board Member since 2004, member of Executive Search team
- YWCA of San Francisco & Marin, 2003-2008, led Executive Search team
- Women Defending Ourselves, Board Member and Instructor, 1999-2002