

Christine Buck

1131 Bay Street, Alameda, CA 94501
510 521-9892

cb@christinebuckcommunications.com
www.christinebuckcommunications.com

Marketing Writer

- Marketing communications and copywriting including Web copy, direct mail, e-newsletters, brochures, and feature stories for corporate, nonprofit, and small business clients across multiple industries.
- Collaborative customization of template-based websites for small and startup businesses.
- Internal employee communication projects including Intranet content, newsletters, feature stories, training guides, and reports in corporate and nonprofit settings.

Work Highlights (additional client list and project work available on [website](#))

Christine Buck Communications, Alameda, CA 2001 to present

Provide marketing communications and business writing for clients in healthcare, nonprofit, small business, corporate, and government settings. Specialties include e-newsletters for nonprofit organizations and customized template-based websites for small businesses. Clients include:

- City of Oakland
- Kaiser Permanente
- Wells Fargo
- Port of Oakland
- McKesson Corporation
- Hewlett Packard
- Haas School of Business
- West Alameda Business Association
- Institute for Women in Trades, Technology & Science
- Lumetra
- Alameda Boys & Girls Club
- A Home Within
- Gunderson Direct

Vivant, Oakland, CA 4/99-5/01

Wrote and maintained online help system for Web portal. Edited proposals to solicit new business. Wrote series on Human Resource issues for website.

Healinx, Alameda, CA 7/99-11/99

Determined documentation strategy and created online help documentation and workflow diagrams for Internet site providing secure Web communication between patients and physicians (contract).

Pacific Bell Directory, San Francisco, CA 4/98-11/98

Prepared technical process diagrams, training job aids, user guides, and detailed workflow documentation for all Human Resource functions throughout company (contract).

Pacific Bell Information Services, San Ramon, CA 4/97-12/97

Authored internal technical manual, newsletter, and Intranet site; wrote internal technical and end-user documentation (contract).

Levi Strauss & Co., San Francisco, CA 9/96

Documented presentations regarding data flow of diverse computer systems and databases utilized by health and safety professionals (contract).

AT&T, Occupational Health Program Manager, San Francisco, CA 7/83-2/96

- Regional and national administration of occupational health services, internal technology projects, and nursing staff for corporate employee health program.
- Wrote procedures and work flows for Human Resources, health, and clinical functions, including in-house databases, drug testing, and cholesterol screening.
- Served as loaned manager to Shanti Project, and developed training programs for AIDS caregivers. Edited grant proposals to solicit new funding sources.
- Wrote internal communications, marketing materials, and training materials regarding health-related events and issues.

Pro Bono Work

Taproot Foundation, San Francisco

Supported marketing projects for nonprofits including the Sophia Project, the Career Ladders Project, and the San Francisco Community Clinic Consortium

Alameda Boys & Girls Club, Alameda

Wrote print and web donor acquisition appeals for new building project

Midway Shelter, Alameda

Wrote partial grant proposal and fundraising appeal for local shelter

Washington Elementary School, Alameda

Worked as classroom volunteer for five years

West Alameda Business Association, Alameda

Wrote content for organization's website

Professional Affiliations

International Association of Business Communicators, San Francisco, CA

West Alameda Business Association, Alameda, CA

Taproot Foundation, San Francisco, CA

Bay Area Editors' Forum, San Francisco, CA

Editors Guild, Berkeley, CA

Sustainable Business Alliance, Berkeley & Oakland, CA

Software Skills & Experience

Skilled user of Windows 7 & XP Microsoft Office Suite including Word, Outlook, Excel and PowerPoint

Web tools include Dropbox, Vertical Response, Constant Contact, Wordpress, Weebly

Formal Education

University of California, San Francisco, MS, Nursing

University of Minnesota, Minneapolis, BS, RN, PHN

Additional Coursework

Wordpress, Tech Liminal, 2011

Copyediting, Media Alliance, 2004

Introduction to Journalism, Alameda Sun, 2002

FrameMaker, version 6.0, 2001

Product Usability for Documentation Professionals, User Interface Engineering, 2000

Web Writing: Breaking into Online Markets, Media Alliance, 1999

RoboHelp, David Knopf Associates, 1997

Introduction to FrameMaker version 5.0, 1997

Introduction to Technical Writing, UC Berkeley Extension, 1996

Microsoft Access, AT&T Professional Development Center, 1995

The Computerized Patient Record, Harvard Medical School workshop, 1995