

Philip Tobias

E-mail: PhilTobias@aol.com

1750 30th St. #603 • Boulder, CO 80301 • 303/447-2503

Resume Objective

Business communications (writing, electronic publishing, photography, multimedia)

Qualifications

Internationally-published, award-winning business communicator

Summary of Skills & Business Expertise

- **Communicator:** Advertising, marketing collateral, multimedia, public relations & social media, Web sites
- **Versatile writer & editor:** Ads, audio/video scripts, books, brochures, direct mail, e-learning courses, magazine articles, marcom publications, multimedia, newsletters, online help systems, press releases, product sell sheets, technical writing, training & tutorials, user manuals, Web content, white papers
- **Graphic artist:** Concept & layout, electronic publishing, preflighting & prepress, printing, typography
- **Professional photographer:** Commercial or portrait, studio or location, still or video, digital imaging
- **Business manager:** Business plan & startup; business administration; budgeting, forecasting, tax planning; human resources & contract workers; marketing & analysis; strategic development; supplies & vendor relations; training or courseware; trouble-shooting & problem solving
- **Computer consultant:** API documentation; database design & management; DVD & CD replication; FTP & networks; imaging & scanners; quality assurance & technical support; search engine optimization; Web standards: Bootstrap, CSS, HTML5, JavaScript & jQuery, MySQL, PHP, W3C validation, XHTML, XML
- **Windows/Mac software expert:** Adobe Captivate, Creative Cloud 2017 (Acrobat & Distiller, Dreamweaver, Flash or Animate, Illustrator, InDesign, Photoshop), FrameMaker, Photoshop Lightroom, RoboHelp; Articulate Studio; Bugzilla; Doc-O-Matic; Doxygen; HelpLogic; Joomla; Microsoft Office (Excel, PowerPoint, Word), Visio; MAMP Pro; Markdown Editors; OpenOffice; QuarkXPress; Subversion; VueScan; WordPress
- **Editor:** *A Guide to Color Management and Prepress*, *A Guide to QuarkXPress*, *A Preview to QuarkXPress*, *Global Communications: A Guide to International Publishing*, *QuarkEd (Books I & II)*, *What's New?*

Employment

2004–Present **Technical and Marketing Communicator**

Duties: Write, edit, photograph, design, publish: Ads, datasheets, e-newsletters, graphics, multimedia, technical manuals, user interfaces & interactions, Web sites, white papers

Highlights: Created technical & marketing communications for clients in various industries; developed new media & online training; designed and developed numerous Web sites

2003–2004 **Marketing Communications Professional**

Aircell (now Gogo Business Aviation) in Broomfield, CO

Duties: Design, photograph, write, edit, publish: Advertising & marketing collateral, graphics, presentations, technical documents & user manuals, trade show signs, Webmaster

Highlights: Produced a variety of marketing & technical publications; redesigned Web sites

1998–2002 **Senior Technical Writer**

Eclipse (now Epicor Eclipse) in Boulder, CO

Duties: Write, edit, photograph, design, publish: Ads, brochures, e-learning, multimedia, marketing collateral, technical documentation, online help, signs, Web & intranet sites

Highlights: Led team for multimedia e-learning programs; prototyped online help systems

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Employment (continued)

1996–1998 **Copy Editor**
Quark in Denver, CO
Duties: Edit, write, publish: Ads & marketing collateral, CD-ROMs, FAQs, online help, ReadMe files, technical books, training tutorials, TechNotes & Web site content
Highlights: Prepared easy-to-read books & online help for two million users worldwide

Sold in 1995 **Founder and Director**
Tobias Photo/Graphics in Denver, CO
Duties: Business management, advertising & marketing, human resources & training, photographer, graphic designer & desktop publisher, writer
Highlights: Managed a successful communications business; thousands of happy clients

Education & Training

- Miami Dade College in Miami, FL
- H.O.M. Seminary in San Francisco, CA
- Continuing Professional Education (CPE), including: Adobe InDesign Prepress Workshop; Adobe Photoshop Training Camps; Adobe Web Tools; Building Rich Internet Applications; Digital Videography & Authoring DVDs; eBook Publishing & Promotion; E-mail Marketing; Grant Writing; Instructional Design Methods; Profitable Online Marketing & Sales Strategy; Using Social Networking Media for Business; Web Site Accessibility; WordPress Themes

Extensive Media & Publishing Experience

Advertisements, annual reports, books, brochures, cards, catalogs, discs, magazines, multimedia, newsletters, newspapers, press kits, signage, videos, World Wide Web
Publications: *Aviation International News, Business & Commercial Aviation, Denver Magazine, Distribution Sales & Management, Equipment Leasing & Finance, Equipment Leasing Today, KMGH-TV, MacGuide Magazine, P1, Rocky Mountain News, Security Management, Studio Light, The Denver Post, The Rangefinder Magazine, TV Guide, Westword, and many more*

Professional Memberships & Honors

- 2001 and 2011–2013 President of Boulder Writers Alliance (BWA)
- 2001–2017 BWA Steering Committee member or Web site Database Administrator
- Cofounder & Sponsorship Coordinator of Denver Metro E-Learning Developers (DMELD)
- Society for Technical Communication: Three Awards of Merit, Two Awards of Excellence
- Judge at Society for Technical Communication Online Publications Competitions
- Eastman Kodak book, feature subject: *Marketing Professional Photography*
- Biographee: *Who's Who in the Media and Communications*

Other Skills & Interests

- Volunteer for humanitarian, civil rights, and publishing nonprofit organizations
- 1999–2012 Webmaster, E-mail Moderator & Community Leader volunteer for a nonprofit
- Contributor to Web, publishing & photographic industry online forums

References & Work Samples

Browse references, client list, and work samples at www.PhilipTobias.com