

John Howe – Web Writer and Information Architect

22 Fayette Street, Cambridge, MA 02139
www.wyriwyg.com

john@wyriwyg.com
617.230.3982

EMPLOYMENT

Content Strategist Verizon, Boston MA April 2008 to January, 2011

*E-Commerce site manager, Internet products (FiOS and DSL)
and FiOS Digital Voice (phone)*

- Content development, Web writing/editing and user experience design
- Usability research and user testing
- Online survey design and reporting
- Web analytics (Omniture/HBX) reporting

Web Writer Children's Hospital Trust, Boston, MA September, 2004 to March 2008

E-philanthropy site for Children's Hospital Boston

- Lead writer, editor, content manager for site redesign (2004-2005)
- Write and edit all web content (profiles, success stories, news, marcom)
- Lead web editorial board (content strategy)
- Manage web editorial schedule and workflow
- Design information architecture for new web content areas
- Write help text and auto-responders for forms
- Collect/convert digital assets
- Write marketing and donor emails
- Write quarterly e-newsletter
- Develop digital asset repository (images, videos)
- Manage search engine marketing program

CONTRACTOR (1099)

Content strategist Carr Foundation, Cambridge, MA November, 2006 - September 2007

Eco-tourism site for Gorongosa National Park, Mozambique

Content strategy (user research, style guides, editorial workflow), lead writer/editor, information architect (IA) for major site redesign.

Web writer, IA Biogen Idec Cambridge, MA September 2003 - February 2004

Web writer: Web text for new sub-site, associated sales brochure

IA: principal IA for redesign of main Biogen Idec site (flowcharts, wireframes)

Web Writer, IA Parametric Technology Corp. Needham, MA 2001—2003
Web writer: marketing copy and technical product descriptions for main external site, customer profiles for flash sub-site, several intranet areas
IA (external site and intranet): heuristic evaluations and content inventories, flowcharts and wireframes, web analytics, usability testing

Web Writer, IA National Grid USA Westborough, MA 1998-2001

- Lead writer and information architect for redesigns of National Grid USA retail sites (Massachusetts Electric, Granite State Electric, Nantucket Electric and Narragansett Electric, NEESCOM);
- Lead writer and text editor for National Grid USA’s “Five Year Statement,” a 150+ page technical overview and prospectus for the company’s transmission system. I also consulted on the information design for multiple tables, graphs, indices and maps.
- Lead information architect and copywriter for new site of company’s telecommunications subsidiary (NEESCOM).
- Wrote web style manual for company’s E-Publishing Group

Web Writer, IA [various agencies] Boston, MA 1997-2000

- *Fidelity Investments* – intranet sub-site, interface for intranet discussion area, editorial guide for intranet content providers.
- *New England Aquarium* – interactive (Shockwave) game for kids
- *Social Science Research Network* – front-end for database of 100,000+ scholarly abstracts and papers
- *ChooseEnergy.com* - business-to-consumer web application targeting national energy markets
- *Bell Atlantic* – sub-site for students, promoted Atlantic 10 Conference
- *GTEI Internetworking (BB&N)* – main site redesign
- *Dun & Bradstreet* - Web application for financial analysts and site promoting a U.N. Standard Products & Services code
- *MIT Sloan School* – main site redesign (web writing)

EDUCATION B.A. Stanford University Palo Alto, California
Major: Music Performance.

M.A. San Francisco State U. San Francisco, CA
Interdisciplinary major in Sociobiology of Communication (Biology and Broadcast Communication Arts departments)

**FOREIGN
LANGUAGES** French (Intermediate), Spanish (Beginning--Intermediate)