

Stephan Teodorovich

2717 Arizona Ave, #9 · Santa Monica, CA 90404 · 310.998.1124 · stephan@2-dogs.net

Professional Summary

An innovative and seasoned **Writer and Communications Specialist** with a successful record of accomplishment in providing targeted and effective communications expertise. Industries served include Biotechnology, the Internet, Executive Search, and Education.

Areas of Proficiency

Technical Writing • Web Content Development • Marketing Communications • Creative Consultation

Professional Experience

2 Dogs Consulting • Santa Monica, California

February 2001 – Present

Writer, Editor, and Content Consultant

Freelance writer and editor specializing in developing professional targeted marketing, informational, technical, and promotional content for print and the Internet. Representative clients and projects include:

- *Affinity Internet (El Segundo, CA)*: Wrote, edited, and revised on-line knowledge base FAQs, how-to tutorials, control panel directions, and multi-media application instructions for Affinity Internet's web-hosting customers.
- *E-DATA (Detroit, MI)*: Created original web content and developed an Internet presence for this full-service marketing company. Content created includes product and service descriptions, corporate information, privacy policy, partner information, and press releases. Also assisted in developing site structure and navigation.
- *Job Lighthouse (Ventura, CA)*: Wrote online biographical, promotional, and marketing content for an Executive Biopharmaceutical search firm that services leading International companies. Also involved in all phases of site construction, including concept, architecture, and graphics for joblighthouse.com.
- *Juarez & Associates (Los Angeles, CA)*: Edited proposals to the United States Agency for International Development (USAID) Bureau of Asia and the Near East (ANE) regarding implementation of programs to reduce gender inequity in countries where continued disparity and institutional obstruction remain.
- *nif Design (New York, NY)*: Created marketing and promotional content for this International design firm, including the 2003 Collection Catalog, as well as writing corporate biographical material and press releases.
- *University of California, Academic Advancement Program (Los Angeles, CA)*: Developed promotional materials, informational brochures, and web content for the Teachers for Tomorrow Program, Rosa Parks Program for Community Development, and the Pre-Graduate/Pre-Professional Undergraduate Mentoring Program.

NadaPC.com • Santa Monica, California

October 2000 – February 2001

Online Community Editor

Developed NadaPC's Internet community presence, content structure, and format of consumer channels. Created online tutorials and FAQs for customers, technical manuals for employees, and official policy and terms of use documentation such as:

- Promotion of online services and interactive member message forums
- Increased awareness of online events, and directed traffic to partner websites through targeted emails, press releases, and announcements on member'
- Developed FAQ and instructions allowing members to understand advanced features such as how to personalize their welcome page, display real-time stock quotes, and use instant chat software.
- Wrote technical information for chat room hosts and bulletin board monitors regarding the operation and maintenance of interactive areas.

How2.com/Parago, Inc • Santa Monica, California
Writer, Editor

August 1999 – August 2000

Created a majority of the original editorial, humorous, educational, and entertainment content for this award-winning online magazine. Developed successful media campaign to increase awareness of site through targeted marketing content and creative online advertising strategy, and wrote scripts for interactive, multimedia online guides promoting clients such as Mercedes Benz, Nintendo, and Phillips/Magnavox.

Diagnostic Products Corporation • Los Angeles, California
Technical Specialist, Writer

October 1997 – August 1999

Generated technical documentation, product information, Material Safety Data Sheets, and software and hardware manuals for automated equipment. Examples include:

- Creation of a Technical Report comparing the performance of different automated *in vitro* assays measuring serum levels of Free T4.
- Generating documentation characterizing the clinical performance of a revised TSH assay.
- Working with QC and Research departments to create MSDS forms and Product Inserts.
- Writing three chapters of the RAS Automated Pipetting Machine user's manual.
- Developing an employee manual for an intra-departmental data-sharing network.

One Lambda, Inc. • Canoga Park, California
Research Assistant, Writer

February 1993 – October 1997

Developed QC review documentation, departmental employee manual, and was a member of corporate newsletter editorial board. Examples include:

- Writing a comprehensive product performance evaluation for LymphoKwik©
- Creating student manuals and information sheets for company sponsored training seminars

E d u c a t i o n

BS in Zoology: University of California, Berkeley

- Emphasis in Environmental and Evolutionary Biology

C o m p u t e r S k i l l s

Highly proficient in PC use and applications, including setting up wireless and wired LANs, configuring and personalizing applications, and cross-platform integration; familiar with Mac applications.

Operating Systems

- Windows through XP, Apple OS-X

Word Processing/Desktop Publishing/Web Publishing

- Word, FrontPage, Quark XPress, RoboHELP 7, Adobe Acrobat

Graphics

- Illustrator, Photoshop

Office Programs

- Excel, PowerPoint, Microsoft Outlook, Quicken, QuickBooks