

WILLIAM L. SAVASTANO

Cell Phone: (714) 397-2726 | Email: william@williamsavastano.com | Residence: Aliso Viejo, California

Business-minded, versatile and creative professional with 20+ years' experience in technical writing, copywriting, process implementation and project management

Cylance • AI Based Cybersecurity Software • Irvine

2015 - 2017

Managing Editor

Hired as the company's first dedicated writer, and now part of a larger creative team, I review and edit every piece of technical and marketing content created by teams throughout the organization to ensure proper grammar, messaging and tone as well as create copy for a variety of content types.

- ◆ Create consistency through development and continual maintenance of messaging guidelines, which include standard descriptions of the company, products, and services, as well as proper use of terms and style
- ◆ Further brand recognition and promote Cylance as an industry leader by shaping the voice and tone of publications
- ◆ Ensure consistent messaging and professional image through careful and concise editing of all marketing collateral and related materials
- ◆ Assist in high profile customer pursuits as well as product and service delivery through editing and review of customer documentation for key accounts
- ◆ Foster cross-functional collaboration through working closely with other members of the marketing team, as well as members of the consulting services team, recruiting team, human resources and Cylance's product team
- ◆ Drive marketing initiatives and campaigns through delivery of needed materials while fielding pressure-cooker timelines and shifting deliverables – all while maintaining composure and keeping projects on track
- ◆ Ensure all marketing material is current and meets the needs of our growing organization through quarterly reviews of existing sales and marketing assets
- ◆ Assist in Cylance's recruiting efforts through editing of all job postings

CAKE Marketing • Marketing Tracking Software • Newport Beach

2014 - 2015

Marketing Technical Writer

Hired as the company's first dedicated writer, I split my time between technical writing for the product support knowledge base and copywriting for marketing projects.

- ◆ Improved clarity through uniformed company messaging and voice
- ◆ Drove new leads with clear, concise white papers, brochures and other content
- ◆ Created awareness through blog posts and bylined articles
- ◆ Reached a broader audience through development and launch of new social media strategy

Neudesic, LLC • IT Consulting • Irvine

2007 - 2014

Copywriter & Marketing Communications Manager

Hired as the company's first dedicated writer, I was later promoted to manage all marketing communications.

- ◆ Increased revenue and department visibility by working closely with software development managers and product owners to create technical documentation and marketing collateral including whitepapers, software manuals, brochures, trade show materials, marketing content, proposals, case studies, press releases, blog posts, social media posts, website copy, newsletters, and marketing emails
- ◆ Improved quality and marketing department response times by working closely with software engineers to translate highly technical information into client-focused messaging
- ◆ Reduced wasted time and efforts by developing and implementing companywide planning, process, delivery and reporting for creative services for IT Consulting business and numerous other business lines and subsidiaries

Further career achievements, endorsements, and recommendations are available on my [LinkedIn profile](#).

EXPERIENCE & ACCOMPLISHMENTS

Business Experience

- ✓ Over 20 years of business experience across multiple industries
- ✓ History of working closely with all enterprise role levels and company sizes
- ✓ Extensive experience with strategy, planning and utilization
- ✓ Strong communication, interpersonal and other vital collaborative skills
- ✓ Accustomed to fast-paced working environments
- ✓ Strong organizational skills to make the most efficient use of time and resources
- ✓ Well-versed in content creation, blogging, social media and enterprise collaboration platforms

Management Experience & Education

- ✓ Extensive experience managing creative departments, project teams, marketing campaigns, graphic design, websites and content and collateral creation
- ✓ Trained in project management and agile software development
- ✓ Trained in creative services management at the Gnomon School of Visual Effects in Hollywood, California
- ✓ Trained in writing and journalism at Orange Coast College in Costa Mesa, California, where I also served as a staff writer for the Coast Report newspaper

Awards

- ✓ Received two Society of Technical Communication awards for my work on Mitsubishi's Projection Television Owners' Guides
- ✓ Neudesic Marketing Values Award for Discipline – 2011, 2012
- ✓ Mitsubishi Customer Care Employee of the Quarter 1998 Q3
- ✓ Successful Microsoft Partner of the Year Award Submissions:
 - Application Integration Partner of the Year Finalist, 2013
 - B2B Mobility Partner of the Year, 2011
 - Software-Plus-Services Partner of the Year Finalist, 2010
 - Information Worker Solutions – Collaboration Partner of the Year Finalist, 2010

Software & Programming

- ✓ I enjoy learning and utilizing the latest computer hardware and software including:
 - Adobe Creative Cloud
 - WordPress, Blogger, ClickDimensions, ExactTarget, DiscoverOrg, Relayware, HubSpot
 - Microsoft Office Suite, Dynamics CRM and SharePoint
 - Sony Vegas Pro Video
 - CPanel and basic server and webmail management
 - Basic HTML and coding HTML in SharePoint and WordPress

Interests

- ✓ Published writer with national print and digital publications that include:
 - Owner's guides and technical manuals
 - A wide variety of web-based trade journals, websites & blogs
 - Poetry and short stories
- ✓ Former President of Neudesic Toastmasters
- ✓ Member, Irvine Chamber of Commerce
- ✓ Volunteer, pro-bono work, Quietly Working Foundation for the Children of Fallen Soldiers

PORTFOLIO SAMPLES

While you can find a broader sampling of some of my previous work, including case studies, press releases, newsletters and emails on my website at WilliamSavastano.com, these are the eBooks, whitepapers, sheets, brochures, manuals and copy samples I feel best showcase my copy and technical writing abilities.

eBooks

[7 Keys To Social Media Success](#)

[Affiliate Marketing: Yesterday, Today and Tomorrow](#)

[4 Tips To Jumpstart A New Enterprise Affiliate Marketing Program](#)

[The Agile Marketing Method](#)

CAKE Marketing

Blog Posts – [Continuous Improvement at CAKE](#), [What Is A Dynamic Click Pixel?](#), [The Latest in Campaign Attribution](#)

Magazine Articles – [The Future of Lead Generation](#), [Stay Ahead of the Marketing Tech Wave](#), [How Retailers Can Shine](#)

Knowledge Base How-to Article – [CSV Reconciliation Tool](#)

Partner Sheets – [AppThis](#), [Marketo](#), [Publisher Recruiting Sheet](#)

Regional Product Sheets (India) – [CAKE for Advertisers](#), [CAKE for Networks](#)

Sales Presentations (May Take a Minute To Load) – [Forex](#), [Healthcare](#), [Retail \(Exec Version\)](#), [Retail \(Sales Team Version\)](#)

Vertical Sheets – [Agencies](#), [Financial Services](#), [Forex](#), [Lead Monetization](#)

Website Copy – [GetCake.com](#)

Whitepapers – [Attribution](#), [Big Data](#), [Lead Monetization](#)

Neudesic Website Copy

[Neudesic.com](#)

[NeudesicMediaGroup.com](#)

Neudesic Application & Systems Integration Assessment Offer Sheets

[CRM Integration](#)

[Hybrid Cloud](#)

[Secure B2B Transactions](#)

Neudesic Conference Brochures with Offer

[CountERPart... Right Data Right Now](#)

[Collaboration at Every Turn](#)

Neudesic Tri-Fold Product & Solution Brochures

[Neuron ESB Application Integration Product](#)

[Neudesic Pulse Enterprise Social Collaboration Product](#)

[So Many Ways to Share Enterprise Collaboration Solutions](#)

[A New Perspective on Enterprise Modernization](#)

[A New Perspective on Healthcare IT](#)

Neudesic Solution Long-Form Fact Sheets

[Application Development](#)

[Application & Systems Integration](#)

[Business Intelligence](#)

Mitsubishi Operating Manuals & Guides

[V17+ Televisions Owner's Guide](#)

[V17+ Quick Reference Card](#)

[Audio Rack Installation Guide](#)

[AV Systems Connections Guide](#)

Client Product Booklet

[Jamison Law Group Credit Savvy DVD Booklet](#)

REFERENCES

Pete Orologas
Chief Information Officer, Neudesic
949-413-1313
pete.oroologas@neudesic.com

Pete leads the internal IT team and Managed Services practice at Neudesic. I worked closely with Pete to create all of the collateral and website copy for the Managed Services practice.

Randy Lee
Senior Manager, Digital Marketing, Neudesic
949-701-3007
randylee4@hotmail.com

Randy was my immediate supervisor at Neudesic. I managed the creative process and production of marketing materials for Randy. I also made all website copy updates and wrote and proofed copy under Randy's supervision.

Kristina Senft
Sales Analytics Manager, Biosense Webster
847-942-1730
kristina.senft@gmail.com

Kristina was a solutions manager at Neudesic prior to working at Biosense Webster. I wrote all of the copy and was the creative project manager for all of Kristina's collateral projects.

Chad Kocher
Marketing Manager, SoCal, Neudesic
949-933-4955
chad_kocher@yahoo.com

Chad served as the SoCal Marketing Manager for Neudesic. I wrote copy for Chad's collateral and was the creative project manager for all of Chad's collateral projects.

Kevin McClelland
Vice President, Human Resources, Neudesic
800-805-1805
kevin.mcclelland@neudesic.com

Kevin or someone from his team can verify employment at Neudesic. I also was copywriter and project manager for all HR recruiting projects undertaken by the marketing department.

Additional references can be furnished upon request.