TOM INTERVAL

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Online Portfolio: www.tominterval.com

WORK EXPERIENCE

ANSOFT CORPORATION
Pittsburgh, PA

Senior Marketing Coordinator, Copywriter, Editor
October 2001–March 2009

- Wrote and edited corporate and product press releases and media alerts
- Distributed press releases to national wire service, editors and other contacts
- Coordinated, researched and wrote case studies
- Wrote and edited corporate and product brochures, backgrounders, reviews, promotional pieces, ads and online content for Ansoft's website and intranet
- Wrote shareholder letters and other copy for annual reports and created promotional letters for Ansoft executives
- Designed graphics and prepared PowerPoint slides for executive presentations and website
- Created monthly email newsletters, manually formatted them in HTML and distributed them to customers and prospects
- Wrote promotional emails, manually formatted them in HTML and distributed them to targeted lists
- Called editors to coordinate print and online placement of product news
- Edited trade articles, application notes, installation guides and opinion pieces
- Worked closely with group leader, CTO, VP of marketing and product-marketing managers to verify targeted messages and technical accuracy of articles, product reviews, application notes and press releases
- Conceptualized ideas for worldwide ad campaigns, direct-mail pieces, Ansoft's website, events, promotions and marketing-communications strategy for all product lines
- Prepared and distributed marketing and press kits
- Managed and updated trademark file

FISHER SCIENTIFIC
Pittsburgh, PA

Communications Writer, Editor
April 1998–September 2001

- Promoted to two levels within this position: Writer/Editor I and II
- Extracted key product specifications from complex vendor brochures and catalogs and used them to write well-organized, concise product descriptions for print and online catalogs
- Wrote half- and full-page vendor advertisements for Fisher direct-mail publications
- Consulted with Marketing department to design and write product brochures and data sheets
- Designed and coauthored the Fisher Scientific Style Manual
- Wrote a cover story and sidebar for *LabReporter,* a Fisher direct-mail publication
- Coauthored a 15-minute comedy video script for the Fisher Scientific National Sales Meeting under the intense scrutiny of editors, managers and executives
- Trained new writers and proofreaders for various projects; answered stylistic, grammatical, technical and computer questions; prepared instruction sheets and writing guidelines for writing and editing staff
- Presented innovative work-flow ideas to managers and regularly contributed to brainstorming sessions
- Researched product specifications and catalog numbers and verified their accuracy before publication
- Prepared rough and detailed layouts of catalog pages in QuarkXPress and in SmartSeries, an authoring database
- Ordered and approved photographs for publication
- Edited catalog and publication pages at every proof stage
- Edited the *Inside Scoop,* a monthly, two- to eight-page, full-color, internal publication
- Entered product descriptions and ordering tables into authoring database
- Member of SmartSeries Software Users Group: Documented hundreds of software bugs, suggested enhancements and tested new builds

Proofreader II
April 1997–March 1998

- Proofread complex product descriptions for catalogs, direct-mail publications, brochures and advertisements at every proof stage, often using a two-person team approach
- Edited the work of 17 staff and freelance writers to make their varying writing styles conform to Fisher style
- Trained new employees on proofreading practices and Fisher style
- Researched and verified the accuracy of vendor trademarks
- Verified the accuracy of product specifications, catalog numbers and metric conversions
- Suggested and implemented innovative ideas to streamline the proofreading process

LA ROCHE COLLEGE
Pittsburgh, PA

Public Relations Assistant (Work-Study)
August 1993–May 1995

- Wrote press releases
- Pitched events to print and broadcast media
- Edited copy for internal and external distribution
- Interviewed faculty and staff for *La Roche Magazine* feature stories
- Researched topics relevant to public relations
- Staff Writer/Copy Editor for *The La Roche Courier*

ADDITIONAL PROJECTS

BAZUBA MAGAZINE
Orlando, FL (Worked from Pittsburgh)

Editor, Copywriter
December 2003–June 2004

- Wrote feature articles and supporting content
- Edited all copy for publication
- Managed staff writers, interns and contributors
- Conceived story ideas and brainstormed with colleagues
- Coordinated projects between contributing writers
- Created advertising and intern websites

WEB DESIGN
Conceived, wrote, designed and maintain the following websites:

- My Online Portfolio: www.tominterval.com
- Houdini in *The New York Times*: www.houdinimuseum.org
- Interval Magic: www.intervalmagic.com
- Jerry Interval: www.jerryinterval.com
- NA Class of 1985: www.na85.org
- Chosen Reality: www.intervalmagic.com/chosenreality

WRITING

- Writing a magic book for the general public
- Occasionally write magic-related articles for national trade publications
- Contribute freelance articles to local publications

ENTERTAINMENT

Perform sleight-of-hand magic for corporate and private functions and act in independent films

EDUCATION

LA ROCHE COLLEGE
Pittsburgh, PA

BA in Professional Writing
December 1996
Minor 1: Communications
Minor 2: Administration and Management

Honors
- Dean's List, all semesters; GPA: 4.0; graduated summa cum laude
- *Who's Who Among Students in American Universities and Colleges,* 1996, 1997
- All-American Collegiate Award (U.S. Achievement Academy), 1996
- Ranked fifth in the Women's Press Club of Pittsburgh's 1996 journalism writing contest

COMPUTER SKILLS

Word, WordPerfect, Works	Photoshop	Internet/Social Networks	SmartSeries
Excel	QuarkXPress	PowerPoint	Flash
Windows 2000, 98, 95, NT	PageMaker	FileMaker Pro	HTML/CSS