

## **JANIS CORTESE**

Burbank, CA  
(818) 823 3677  
janis@io.com

## **TECHNICAL COMMUNICATIONS:**

Seven years experience with public relations and marcomm including advertising, press relations, website development, graphic arts, all technical writing, branding, design & layout, and project management.

### **PROFESSIONAL ABILITIES**

#### **PROCESS AND DIGITAL PRINTING**

- Trade journal advertising (technical and image/branding)
- Brochures and product datasheets, direct mail pieces
- Intimate knowledge of all aspects of process and digital printing

#### **WEB WORK**

- Graphics, perl CGI programming, writing technical and marketing copy
- Filemaker Pro/SQL databases made web-accessible
- Relational database maintenance and creation
- Company standards, web look-and-feel consistency

#### **TECHNICAL WRITING**

- Material on high-bandwidth research and education networking, high-availability VoIP platforms, high availability middleware, Ethernet and CompactPCI bus architectures contrasted, wireless video, proton synchrotron operations manual
- Press release and press materials, and press kit design/creation

#### **GRAPHICS AND DISPLAYS**

- Tradeshow displays and booths/graphics, lobby and signage
- Product and corporate logo design and branding
- Intimate knowledge of all aspects of signage and display creation

#### **COMPUTER SKILLS**

- Photoshop, Illustrator, Premiere, VDub, Flash, vi, Dreamweaver, Freehand, PageMaker, perl, php, mySQL, HTML, Microsoft Office

#### **LANGUAGE SKILLS**

- English, proficiency in continental French and Welsh

### **EMPLOYMENT**

#### **• Manager Publicity and Communications**

- The Corporation for Educational Network Initiatives in California, December 9, 2005 to present
- Responsible for web sites creation and maintenance, all collateral and press releases/kits, displays and signage, press conferences and other events, media relationships, templates, brand management.

#### **• Contract Projects**

- In-Formals Cwmni Cymreig: responsible for clothing and logo graphic design, market and manufacturing research
- Rocky Mountain Center for Health Promotion and Education: responsible for website stylesheets, database search repair and clean-up
- K2 Steps Ahead: responsible for web site creation, logo creation, branding program, all other corporate collateral including brochures, stationery, presentation templates

#### **• Director of Marketing Communications**

- Continuous Computing Corporation, January 2000 to July 2003
- Responsible for web site creation and maintenance, campaign metric tracking and reports, electronic newsletters, tradeshow graphics and equipment management, advertising strategy, graphics, and insertions, product literature and folders, direct mail pieces, technical writing, trade journal articles, press releases and relations, press kit design & composition

## EMPLOYMENT (CONT'D)

- **Marketing Communications Specialist**
  - Z-Communications and Trango Systems, January 1997 to December 31, 1999
  - Responsible for web sites creation and maintenance, tradeshow management, advertising, all product literature and press releases, product manuals, direct mail pieces, signage, and database web access
- **Technical Writer**
  - GNP Computers, April 1996 to December 1997
  - Managed and participated in “tiger team” of technical writers responsible for tracking down urgent discrepancies in documentation and build instructions and repairing them
  - Wrote documentation for telco workservers
- **Accelerator physicist**
  - Loma Linda University Medical Center, October 1994 to April 1996
  - Responsible for carrying out patient treatments, accelerator maintenance and research, and completing a complete manual documenting accelerator physics and operation
- **Adjunct professor of physics**
  - Mount San Antonio College, September 1995 to June 1996
  - Taught basic physics, lecture and lab
  - Responsible for creation of lecture/lab syllabus, instruction, grading, excellent student evaluations
- **Teaching and research assistant**
  - University of California at Irvine, September 1989 to June 1993
  - Taught kinetics/mechanics, electricity and magnetism, electronics, modern physics, lecture and lab
  - Taught phonology, syntax, anthropology
  - Responsible for lectures and grading, physics and linguistics, excellent student evaluations
- **Adjunct professor of physics**
  - Penn State University, January 1989 to May 1989
  - Taught kinetics/mechanics lab
  - Responsible for creation of lab syllabus, instruction, grading, excellent student evaluations

## EDUCATION

- BS in Physics and Astronomy, Penn State University, 1988, Teas Scholar, Deans' List/Honor Roll, graduated Phi Beta Kappa
- MS in Physics, University of California at Irvine, 1991, GOPP Fellowship recipient 1989-1990, 1990-1991, concentration in high-energy and plasma physics, passed qualifying examinations at Ph. D. level
- Graduate study in Linguistics, UC Irvine, concentration of phonology, government and binding