

WILLIAM VAN WINKLE

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SUMMARY

Published journalist and high tech author with over 20 years' experience in computing industry. Experience across multiple departments including sales, marketing, tech support, and project management. Key skills include:

- Effective interviewer and experience speaking with senior level managers and executives
- Self-starter who seeks out 10 or more publications monthly in high tech industry
- Ability to handle and prioritize multiple projects simultaneously
- Quick study and excellent researcher on new technologies before they become mainstream
- Gifted writer with ability to take complex topics and convert to format suitable for lay audiences spanning multiple segments, including consumer, reseller channel, and enterprise/IT

EDUCATION

Portland State University

1989 – 1996

Bachelor of Arts in English

Portland, OR

PROFESSIONAL EXPERIENCE

Freelance Writer

Self-Employed

1997 – Present

Hillsboro, OR

Monthly contributing author to print and online publications including *PC Magazine*, *LAPTOP*, *Smart Computing* (www.smartcomputing.com), *PC Today* (www.pctoday.com), *Processor* (www.processor.com), *CPU* (www.cpumag.com), and Tom's Hardware (www.tomshardware.com, www.tomsguide.com). Freelance writer for Microsoft, WatchGuard Technologies, and ASUS.

Responsibilities:

- Conduct weekly interviews with industry executives
- Perform product testing and reviews on new technology
- Management of simultaneous writing projects (10 or more monthly)
- Research variety of topics across all facets of desktop and mobile computing including ultramobility, server technologies, enterprise IT, and cloud computing

Outstanding Accomplishments:

- Ability to turn highly technical discussions into engaging and informative pieces easily understood by general public
- Key content created for major platform launches, such as Intel's Modular Server and Microsoft's Lync
- Winner of the 2000 Press Relations Society of America award for best technology article (on bionics, *LAPTOP* magazine)
- **"Strange Horizons Retrospective"**, a look back at syndicated columns on cutting edge technologies and how they impacted society; available through Amazon, Smashwords, and other retailers
- **"Architects of Tomorrow"**, interviews with dozens of the greatest minds in modern technology, available through Amazon, Smashwords, Barnes & Noble, Sony, Apple, and others (architectsoftomorrow.blogspot.com)

Technical and Managing Editor

Computer Source, Reseller Advocate Magazine (RAM), and Intel's Tech Insight (www.techinsight.tv)

1998 – 2009

Beaverton, OR

Primary writer, editor and content supervisor for print, online and video productions for above three publications

Responsibilities:

- Defined and designed monthly content for publications
- Reviewed and edited articles submitted by writing staff
- Conducted interviews for and wrote 4-6 feature articles plus 1-2 advertorial projects per month
- Scripted, narrated, and acted in numerous editorial/advertorial video productions (often for Intel)

Outstanding Accomplishments:

- Started with *RAM* at inception and defined editorial aspect of magazine.
- Utilized start up experience to begin another publication, *Tech Insight*.

Catalog Manager and Technical Writer
DiversiForm, Inc.

1997-1998
Beaverton, OR

Primary creator of all product catalogs and manuals, both for employees and end-users.

Responsibilities:

- Oversaw all aspects of production for annual company catalog and periodic product flyers
- Developed employee handbook
- Extensive use of Photoshop and CorelDraw in developing materials

Assistant Manager
Microtech Systems, Inc.

1993-1997
Tigard, OR

Consumer and corporate sales of hardware and software solutions for businesses. Oversaw management of Microtech's ISP and provided hardware and software technical support

President
Northwest Computer Distributors

1991-1993
Tigard, OR

Ran small business and gained first-hand knowledge of PC distribution and white box channels. Responsibilities included sales, advertising, accounting and tech support.

Sales and Office Management
Northwest Technical Sales

1990-1991
Tigard, OR

Managed sales and customer support for a computer manufacturer's representative and gained insight into industry from vendor point of view. Produced technical writing material for companies such as DuPont and Umax.

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