

## Technical Writing    Social Media    Marketing    Project Management

### Current Projects

Founder of [Wisconsin Parent](#), a lifestyles website focused on raising children in the Dairy State. Travel Editor with [Road Trips for Families](#) and [Road Trips for Girlfriends](#) online travel magazines. Freelance journalist for newspaper, print, and online publications (clips available at [JulieHenning.com](#)). Associate producer with [Journeys of Discovery with Tom Wilmer](#), a weekly travel podcast through NPR.org. Recent member of the [Midwest Travel Writers Association](#).

### Technical and Marketing Writing

*Technical Writer, Tormach, LLC*

Two years as a part-time technical writer in the Marketing department at Tormach, LLC. In addition to spearheading social media initiatives across all social platforms, the position required the development of user manuals, service bulletins, and technical documentation. Marketing writing included customer showcase stories, ad copy, blog posts, and newsletter content.

*Technical Writing Manager, Mentor Graphics Corporation*

Three-year tenure as the technical writing manager in the Marketing Communications department at Mentor Graphics Corporation, Systems Design Division. Job responsibilities ranged from writing white papers and customer success stories to product datasheets, online content, press releases, and contributed articles for industry trade magazines. Managed the 2003 Technology Leadership Awards, an industry-wide design competition for engineers in printed circuit board design.

*Medical Device Technical Writer*

Over a ten-year background in the medical device industry, including user manual development, instructions for use, online help, content management, translation management, packaging design, usability testing, marketing content, and regulatory documentation for clinical trials and FDA submissions. Past employers include: Marquette Medical Systems/GE Medical, St. Jude Medical, Boston Scientific, Guidant Corporation, Spaulding Medical, and superDimension.

Past Society for Technical Communication award winner, conference presenter, speaker, and scholarship competition co-manager. Feature story for November 2009 issue of *Intercom* magazine.

### Social Media Management

Two-year span coordinating social media for a variety of companies, ranging from high-tech to retail and personal care. Responsibilities included: overseeing online product reviews, tweeting and posting on company Twitter and Facebook accounts, attending conferences and industry tradeshow, managing affiliate advertising accounts, writing blog posts and articles, analytics, and coordinating miscellaneous promotions.

- Over 50 [Customer Success Stories](#) at Tormach.com
- Travel story published in [The Daily Journal](#)
- Travel story published in the [Milwaukee Journal Sentinel](#) (Sunday full-color insert)
- Expert interview featured in [Brandpoint Article](#)
- Central Time interview on [Wisconsin Public Radio](#)
- Newspaper story on [Dane County Big Brothers Big Sisters](#)
- Sample story on [Wisconsin Parent](#)
- Sample story on [Road Trips for Families](#)
- KCBX Radio podcast on [Sturgeon Fishing in Wisconsin](#)
- Guest contribution on [TravelWisconsin.com](#)
- Press releases for the [Journal of Consumer Research](#) (2014)

### Technology

*Social Media Platforms:* Twitter, Facebook, G+, Pinterest, LinkedIn

*Desktop Publishing:* MS Office, InDesign, Publisher

*Web Platforms:* Wordpress, Blogger, Basic HTML

*Production Tools:* iMovie, Audacity

### Education

*MS, Technical Communication*  
2003: Colorado State University, Denver, CO

*BS, Technical Communication*  
1999: Milwaukee School of Engineering, Milwaukee, WI