
Addie Leigh Zierman

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Experience

Addie Zierman Copywriting

Owner and Founder

Andover, MN

2009-Present

- Provide services including bios, catalogs, copyediting, direct mail/sales letters, email marketing, online help, manuals and tutorials, press releases, website content and SEO copywriting. (To view samples, go to www.addiezierman.com.)
- Produce strategic and creative copy that attracts attention and gets results.
- Write for a variety of fields and audiences.
- Understand and utilize the basic principles of search engine optimization.

Parametric Technology Corporation

Technical Writer

Arden Hills, MN

2005-2009

- Worked with a team of writers, developers and QA engineers to create clear and concise body of end user documentation (including online help, user's guides, tutorials and white papers)
- Met deadlines in spite of complications such as last minute changes to functionality
- Facilitated cooperation between Publications and Development as PTC moves to a new development methodology called Agile, assuring the transition is smooth for all involved

Xinhua Senior High School

English Teacher

Pinghu, China

2004-2005

- Taught English language and grammar to Chinese high school students
- Worked with both American and Chinese teachers to create interesting new curricula
- Learned to understand the Eastern mindset and to approach teaching in that manner

Northwestern College

Teaching Assistant

St. Paul, MN

2002-2004

- Wrote PR materials for the Honors' Program, including fliers, brochures and handbooks
- Served as copy editor for the book *Guide for the Advancing Grammarian*
- Edited student papers for grammar, syntax and transitions

W.W. Grainger

Copy Writer

Schaumburg, IL

Summer 2003

- Worked with a team of copy writers in a fast-paced setting to complete various projects
- Wrote succinct and effective descriptions of various products for the Grainger catalog

Northwestern College: *Inkstone Magazine*

Literary Magazine Editor

St. Paul, MN

2003-2004

- Led a team of editors to select, proofread and edit pieces for publication
- Created posters and fliers calling for submissions and drafted acceptance and rejection letters
- Worked against the deadlines of the publishing process to create an exceptional magazine

Computer Skills

- Arbortext (an XML authoring tool)
- RoboHelp HTML
- Adobe Acrobat
- Windchill ProjectLink and PDMLink
- Siebel Service (a customer service tool)
- OpenGrok
- Live Meeting
- All Microsoft applications
- Typing Speed: 85-90 wpm

Education

Hamline University

2006-Present

St. Paul, MN

- MFA in Creative Writing (to be completed December 2010)
- Worked as part of the editorial board for the national literary magazine *Water~Stone Review*
- Writing graduate thesis under Barrie Borrich, author of *Restoring the Color of Roses* and *My Lesbian Husband*

Northwestern College

2001-2004

St. Paul, MN

- BA in English-Writing
- Graduated summa cum laude
- Completed undergraduate thesis under Judith Hougen, author of *Transformed into Fire* and *The Second Thing I Remember*