

Jason Hall

845 West 18th Avenue,
Vancouver, BC V5Z 1W2

604 682-5242
contact@jasonhall.ca

Objective

To develop and maintain end-user focused information products, gathering and organizing information and collaborating with subject matter experts and other stakeholders, to enhance the user experience of the product.

Key Skills and Competencies

Over 10 years of increasing expertise and experience with:

- Anticipating, prioritizing and addressing end-user needs
- Planning, scheduling, tracking and delivering documentation projects
- Analyzing audiences and content and developing appropriate communication solutions
- Collaborating with diverse stakeholders and cross-disciplinary teams

Summary

- **Researching** industry needs (interviewing subject matter experts) and writing solution-based copy. Industries: GPS technologies, oil and gas, emergency response, fleet management, public service, travel, music, healthcare, and many more
- **Identifying** niche audiences for web sites, technical documents, and marketing materials (level of formality, style, tone, motivation, resistance, etc.)
- **Defining** training needs assessments, information architecture plans, learning objectives, key competencies, and documentation plans
- **Designing** creative and engaging learning exercises, handouts, and in-class activities to enhance learning and allow participants to self assessment their learning.
- **Writing and Editing** user manuals, web copy, news releases, white papers, case studies to ensure they are correct, consistent, accurate, and complete
- **Presenting** effective learner-centred training that is clear and relevant

Selected Work Experience

Marketing Communications Specialist - Webtech Wireless Feb 2011-present

- Researching, revising, and writing technical marketing materials for a variety of industry verticals (transportation, oil and gas, transit, insurance) needing wireless GPS solutions for fleet management
- Increasing sector awareness of company solutions using social media tools, such as regular blog posts and Twitter (increased followers by 45% in three months)
- Create graphics to bring clarity to technical concepts
- Write and revise SEO-friendly web content

Instructor - British Columbia Institute of Technology 2007-present

- Presenting lectures for the continuing education – communications program
- Developing training material, introducing industry-relevant content

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- Adult Education Consultant** - WorkSafeBC 2009
- Writing and revising documentation for province-wide claims management software roll-out
 - Coordinating and preparing training document updates
 - Testing training procedures to verify training data accuracy
- Senior Technical Writer, IT Governance** - Business Objects / SAP 2008
- Writing, editing, researching technical documentation for company-wide migration of software, hardware, and IT processes. Audience scope: international
 - Designing workflows, templates, graphics, and images for print and online documentation
- Senior Applications Trainer** - Vancouver Coastal Health Authority 2005 & 2008
- Preparing for and delivering training for patient care information system software
 - Editing training documentation; revising presentation and other classroom material
- Technical Writer** - ACL Software 2007-2008
- Writing, editing, researching training documentation
 - Coordinating output with fulfilment, printers, translation, for print and electronic delivery
- Technical Writer** - Alea Software 2005-2006
- Researching and writing user manuals, help files, and online documentation
 - Developing use cases, documentation plans, and templates
 - Reverse engineering reporting software through schematics (Visio) and documentation
- Technical Writer** - Epic Data 2004-2005
- Creating documentation plan, developing revision process and project timeline
 - Researching, designing, and writing user manuals for law enforcement and manufacturing software products.
- Instructional Designer** - Future Shop /Best Buy Canada 2000 & 2002
- Researching, writing, and editing training materials for retail store managers and on-site trainers
 - Revising materials to assist in-house trainers to train staff
 - Designing documentation templates for Instructional Design Team
 - Designing training materials for in-house inventory management system
- Instructional Designer** - Fincentric Corporation 2002
- Designing advanced Word training for technical writers
 - Training and consulting with in-house technical writers
- Change Management Consultant** - Westech Information Technology 2001
- Documenting upgrade of PeopleSoft financial software to web-based platform
- Instructor** - Polar Bear Software Company 1999 - 2001
- Facilitating on-site and classroom training

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Trainer and Consultant - Health Canada 1997 –1999

- Developing software training for staff and created training guides
- Researching and writing web feasibility report used as basis for regional Web site
- Designing inventory management database

Education and Professional Development

Provincial Instructor Diploma Certification - Vancouver Community College 2009 – present

- Instructional design, classroom techniques, instructional media, learning assessment and evaluation

PHP Web Programming - British Columbia Institute of Technology 2009

Instructional Design - Langevin Learning Services 2007

Web Help Design - FrameMaker to online web help, template design, WebWorks ePublisher 2006

Technical Writing - Simon Fraser University 2001

Post-Graduate Music Studies - Banff Centre for the Arts 1991

Bachelor of Music in Performance - University of Toronto 1987