Tom Fox-Sellers

tom_foxsellers@hotmail.com
www.tfsweb.net
360-449-3763

Objective

Web Content Writer and Editor

Personal Summary

Exploiting my enthusiasm, creativity, and experience, I would like to take a leadership role in defining and developing corporate messaging to better inform Internet, Intranet and Extranet users.

Experience

2001-present Seagate Technology Scotts Valley, CA

Web Producer and Public Relations Manager

- Led effort to consolidate 12 internal-facing publications into a single web-based newsletter.
- Managed creation of corporate magazine to better inform 17,000 desk workers. Duties included interviewing, writing, editing contractor articles, managing budget and working with executives.
- Drove investor relations web traffic by writing 25-word articles that linked to more information.
- Raised employee awareness of corporate strategy by writing content for company intranet.
- Drafted and edited documents for external audiences on subjects like Global Citizenship, Corporate Governance and product announcements to support overall corporate messaging.
- Developed written procedures using input from international users to improve content management system.

2001 eGain Communications Corp. Sunnyvale, CA

Public Relations Manager

- Authored comprehensive plan to define deliverables and set timelines for PR campaign.
- Wrote press releases, customer success stories, and editorial pitches as part of daily activities.

1998-2001 The Santa Cruz Operation, Inc. Santa Cruz, CA

Public Relations Manager and Web Specialist

- Publicized time-sensitive acquisition news with less than 24 hours notice.
- Improved company visibility by writing corporate strategy and product press releases.
- Increased targeted web traffic by 40% after virtual newsroom redesign.
- Established new media contacts and identified web-based outlets for publicizing company news.
- Enhanced employee awareness by writing over 90 issues of a web-based weekly newsletter.

Education

University of California at Santa Cruz 1997
Bachelor of Arts, Philosophy

Skills, Tools and Memberships

- Member, PRSA, Silicon Valley Chapter.
- Microsoft Word, PowerPoint, Excel, Project, Visio.