

Alec Brown

28 years' business and technical writing,
marketing and communications

CURRICULUM VITAE

Key Skills and Attributes

- **Excellent communicator**
Adept at sourcing material by interview or research and turning it into readable, compelling content
- **Skilled project manager**
Able to harness the inputs of multiple contributors, graphics and printing to produce first class bids
- **Highly adaptable team member**
Able to quickly build understanding of his client's business, and not afraid to ask questions
- **Incisive interviewer**
Applies his journalism background to uncover hidden value
- **Savvy content developer**
Understands and adapts material to the varying communication needs of audiences and media
- **Proficient marketer**
Brings an aptitude for marketing to recognising his clients' key differentiators and unique attributes, and a keen ability to put himself in the audience's shoes

Professional Summary

Alec offers a unique mix of technical writing, tender writing and communications experience, built on engineering and marketing skills.

Focusing full-time on writing since 2010, Alec has produced a wide range of high quality business and technical documentation, from marketing brochures and website content, presentations and new business proposals to training documentation and user manuals.

As a contractor, Alec has gained valuable experience across a wide range of industry sectors, including roading maintenance and construction, manufacturing and distribution, infrastructure, transport, IT, health, advertising and tourism.

Relevant Experience

2019 – present: Independent contractor, business and technical documentation.

Contracts include:

- SOPs and Technical Manuals, heavy industrial manufacturer
- Company Operations Manuals, national commercial cleaning company
- User manual for new HR system (SAP-based)
- User manuals for B-to-C and B-to-B use for an online insurance company
- Business proposal documents technology sector and land development sector
- Multiple tenders – education sector, civil construction projects, infrastructure maintenance services and web development services
- Asset Management Plans for a local council
- Attribute development for an arboriculture company
- Tender documents for a health sector proposal.



"I love writing and I find great satisfaction in getting the message across.

I most enjoy developing deep understanding of your business so I can add value through insight and inspiration: thinking smart to bridge the gap between you and your audience."

"Alec completed thorough and timely research to prepare content for each of the technical documents."

- Mahmood Nasir, National Asset Manager, Ravensdown New Zealand

Qualifications and Training

- BE Mining (Hons); additional papers in computer science, management, environment, religion, marketing
- Information Mapping
- Business Development
- Buyer Behaviour
- IDG Management Institute
- Management Skills for New Managers

Relevant Experience continued

2010 – Apr 2019: Consultant/Senior Consultant – Plan A

Business and technical documentation including bid writing and management, user manuals, brochures and booklets, awards submissions, presentations, annual reports and website content.

- Wrote the drivers' manual for a nationwide dangerous goods transport company
- Delivered or participated in contract winning bids for dozens of organisations
- Developed new maintenance document checklists to support maintenance strategies in a manufacturing firm
- Wrote the user manual for a corporate energy use and greenhouse gas management tool.

2003 – 2010: Marketing Consultant

Marketing communications including advertising, promotions, public relations and internal communications for companies of all sizes, mostly in the IT sector.

Contracts included: proposal development for IBM; intranet merger roll-out comms for Fonterra; communications for a pivotal technology change project for IAG Insurance.

1995 – 2003: Business Development and Marketing Manager – IDG

Promotion of IDG's stable of publications and events including *Computerworld* and *PC World*. Development of new lines of business, including *Unlimited Magazine*, Computerworld Excellence Awards.

1993 – 1995: Mar-Comms Manager – Wang NZ

Responsible for all communications (internal and external) and event management.

1991 – 1993: Journalist – IDG

Reporting and feature writing for *Computerworld New Zealand* and *PC World New Zealand*.

1991: Tech Support – IDG

Network and IT applications support.

“His input was invaluable both from a content and a strategic point of view. Quickly grasping the essentials of our business Alec contributed perspective and insights that greatly improved our proposal.”

- Danny Shayler, SDC Maintenance Division Manager, SouthRoads Ltd