

Summary

I am a seasoned professional with a storehouse of skills and methods for managing communications. As a writer and editor, I have produced text for proposals, marketing materials, advertising, magazines, software manuals, newspapers, and music promotion. My graphic design experience ranges from logo design to multicolor print jobs, screenprinting, and social media.

SKILL SETS

ACCOMPLISHMENTS

Writing & Editing

Business communications
Proposal writing
Technical documents
News
Marketing collateral
Advertising copy
Copy editing & Proofing
Style manuals
Newsletters

- Write and manage marketing copy for music sites.
- Developed persuasive text for proposals, earning a letter of recommendation for adapting to company style, ensuring consistency with other writers.
- Wrote and edited software documentation for users, administrators, and programmers.
- Reported on courts and government news.
- Conceived, wrote, and designed newspaper sections.
- Planned, edited, and designed technical magazines.
- Created sales collateral for telecommunications products.

Presentation Technologies

HTML, CSS, & XML
InDesign & Quark
Dreamweaver
Confluence Wiki format
WordPress

- Create and manage social media presence and ads for businesses and musical groups.
- Orchestrate digital and printed delivery methods.
- Conceived, created, and maintained web sites for a newspaper, corporations, small businesses, and musical groups.

Graphic Design

Logos
Print processes
Adobe Illustrator
Adobe Photoshop
Adobe Acrobat
Advertising
Spot colors, RGB or CMYK
Promotional products

- Manage and develop all creative, production, and social media for several musical groups and a teaching studio.
- Managed and designed artwork as the only designer for a printing shop that previously employed three.
- Oversaw art workflow for promotional products, reducing turnaround times from two weeks to one day.
- Produced photos for print and online communications.
- Created and developed artwork, menus, signage, advertising, and logos for restaurants.

Additional Skills

Mentoring & Team cohesion
Social media
Retail print sales
Microsoft Word & Excel
Voiceover & Singing

- Voice commercials for radio, television, and online presentation; record and edit audio and video.
- Sing blues, jazz, and classic rock.
- Answered phones and greeted walk-in customers.
- Lead teams of people scoring standardized educational-assessment responses.

Education

Bachelor of Fine Arts

The University
of Iowa

Freshman Engineering
1 year of Art & Design

Purdue
University

Vertical Markets

Education

Telecommunications

Restaurants

Journalism

Technical journalism

Software

Music

Standardized testing

Promotional products

Retail printing

Radio advertising

Television advertising

Portfolios

Freelance promotion:
<http://www.jbauer.com>

Google Drive:
<https://bit.ly/3iYubaH>

Professional History

Freelance Writer & Graphic Artist

- Provide agency-quality creative services
- Consult on brand strategy
- Design logos
- Write, design, and produce printed materials, web, audio, and video
- Provide voiceover audio

Proposal Writer

Pearson, Iowa City, 2011-2014

- Wrote about software benefits
- Edited user manuals
- Rewrote library of proposal boilerplate text
- Wrote style manual
- Earned a letter of recommendation

Communications Manager

McLeodUSA, Cedar Rapids, 1995-2000

- Learned brand skills while creating advertising, marketing, and internal communications
- Designed billing forms
- Planned, wrote, and designed ads, web content, and collateral

Interactive Media Editor, Copy Editor

The Gazette, Cedar Rapids, 1994-1995

- Originated website for regional daily newspaper
- Adapted news and sports content for online media
- Rewrote and edited news and feature story content

Lead Editor, Technical Writer

Century Design, Austin, 1991-1994

- Managed editing of hardcopy and hypertext software manuals.
- Trained editors and writers
- Wrote hardcopy and interactive software manuals for all user levels

Editor & Writer

Publications and Communications Inc., Austin, 1989-1991

- Oversaw content of Unisys World, a trade journal
- Researched and wrote articles
- Produced graphics

Reporter & Desk Editor

The Monitor, McAllen, Texas, 1986-1989

- Wrote news about courts and county government.
- Managed newspaper sections

Scoring Supervisor, Scorer

Pearson, Iowa City, 2018-present; ACT, 2017-2018

- Monitor and assist scorers in understanding and interpreting assessment-scoring criteria
- Score PTE, NAEP, MCAS, CMAS, and PARCC items in language arts, mathematics, and science

Graphic Artist

Graphic Printing & Designs, Iowa City, 2014-2017

- Handled design load that previously required three artists

Graphic Artist

Bankers Advertising, Iowa City, 2002-2009

- Oversaw art production and prepress for dozens of processes
- Improved turnaround time from two weeks to one day

Online Proctor

Pearson, Iowa City, 2020

- Monitored test takers via ProctorCam software
- Assisted test takers when technical issues arose
- Communicated in English via text and voice with people all over the world