

## Dean Schermerhorn, APR, MA

### Work Experience

2007 – Present      Owner, Concise Communications

#### Strategic communication

- Wrote successful grant for Opportunity Alliance Nevada.
- Wrote articles for *Northern Nevada Business Weekly*, *Nevada Silver and Blue*, *Synapse*, *RLife* and *Family Pulse* magazines.
- Wrote articles for Hometown Health quarterly newsletters; Renown Health employee newsletter and President's Report. Compiled IRS Form 990.
- Ghost wrote medical articles for Northern Nevada Medical Center.
- Created Web content for QuinStreet on topics including banking, mortgages, diet and nutrition, diabetes, education.
- Researched and wrote articles for *Tahoe Quarterly* on health care advances in northern Nevada, health benefits of spas and saunas.
- Improved client resumes to provide greater impact and appeal.
- Serve on boards for Public Relations Society of America, Safe Embrace.

1999 – 2007      Renown Health and Hometown Health, Reno, Nevada

#### Communication coordination

- Editor of weekly newsletter for 4,700 employees of Renown Health. Wrote and edited articles to explain business strategies, promote employee benefits and programs aimed at retaining engaged employees.
- Gathered information, wrote and coordinated publication of Hometown Health newsletters explaining health-insurance benefits and policies. Audiences: Staff, physicians, members, employers and brokers.
- Drafted senior-management correspondence, reports. Reviewed and edited communication with staff, members, physicians, regulatory bodies.
- Wrote and edited Web site content to meet business requirements.
- Designed, wrote, edited, laid out articles, correspondence, press releases, brochures, policies and procedures, marketing collateral.

1995 – 1999      Washoe Medical Center      Reno, Nevada

#### Project management communication

- Developed departmental corporate compliance training guide.
- Coordinated due-diligence process in selection and purchase of new materials-management system.
- Assisted in preparing presentations to steering committee and board of directors.

1991 – 1995      Guess?, Inc.      Los Angeles, California

#### Technical writing

- Published system and user documentation for apparel manufacturing, sales, accounting, and retail systems. Performed research and analysis. Interviewed technical staff to document system functions and reports.
- Assisted in organizing technical publications unit. Designed and implemented documentation formats for user, policy and procedure, and reports reference manuals.
- Originated and edited monthly department newsletter. Interviewed management and staff to publicize new projects and personnel. Explained

technology issues to customers.

- Scheduled and assigned publications projects to meet business requirements. Edited drafts for grammar, style, and consistency with established formats.

1981 – 1991                      First Interstate Bank                      Los Angeles, California

**Project management, internal publications**

- Prepared business case, requirements, project plan to convert from word processing to electronic publishing system, resulting in \$80,000 annual savings. Planned system installation.
- Published all phases of systems-development project documentation: cost justification, project contract, detailed plans, requirements, functional specifications, minutes, and correspondence. Managed implementation of projects involving coding, testing, and conversion.
- Produced project plans for \$12,000,000 voice network spanning California. Managed site preparation, installation, conversion in 70 offices.
- Coordinated publication of policy and procedure manuals and daily bulletins: 500 pages per week to 2,000 managers. Conferred with managers and internal customers to determine content and schedule requirements. Assigned and edited projects. Arranged printing, distribution.
- Assisted in converting policies, procedures, and bulletins to convey information more effectively.

1980 – 1981                      Pharmaceutical Technology, Inc.                      Inglewood, California

**Production editing**

- Proofread, edited monthly trade magazines covering business, technology, and regulatory issues.
- Expanded house style guide and promoted consistent usage. Selected client press releases for publication. Compiled conference proceedings.

1978 – 1980                      ABC-Clio, Inc.                      Santa Barbara, California

**Editing**

- Edited and indexed serial bibliography of U.S. history. Managed annual publication listing dissertation abstracts. Completed publication of supplement volume. Arranged production schedules with computer operations staff.

**Education**

- University of California, Santa Barbara, M.A., History
- Portland State University, B.A., History

**Distinctions and Professional Development**

- 2016, Accredited in Public Relations by the Public Relations Society of America
- 2015, Grant Writings Basics, Truckee Meadows Community College
- 2002, Washoe Medical Center Employee of the Year for Quality
- Rapport Leadership International graduate: Leadership Breakthrough 1 and Power Communication
- Seminars in presentation skills, leadership, time management.
- UCLA Extension: Professional Designation in Systems Analysis.
- Software experience: WordPress, Adobe InDesign, Microsoft Word, Expression, Excel, Access, Power Point, Project. Windows, Macintosh, UNIX.