

# Sheryl Macy

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## Content Creation

## Resume

### 1998-Present      Interactive Multimedia Developer

I create interactive media for small companies and large corporations, helping them develop clear, persuasive marketing materials that sell products.

My focus on interactive media began even before the early HTML websites in 1995, and I have developed content since the web became a viable medium for customer communication. In the past 6 years, I have specialized in information architecture and content development. Having the skills to produce what I write allows me to offer complete service to clients. I can develop content for a Flash banner ad, and then put together a working version in short order. Or envision a user interface and create a working wire frame for testing and evaluation.

In June, I graduated from the Interactive Multimedia Professionals graduate program at Portland State University. My academic focus is on information design and improving the user's online experience.

Current clients include: Custom Integrated Automation, Via Training, Kentrox, Intel, OHSU, PacStar, W&H Pacific, Proteome Software, Murdock Charitable Trust, Pampalite and Strateja XL.

**Publications:** MIT Press, 1999 [Information Design](#), Edited by Robert Jacobson  
"Interactivity and Meaning."

### 1990-1998 VP Creative Services, Communications Associates

In 1989, an engineer named Chuck Danek and I looked at the state of marketing writing for technology companies and decided there had to be a better way. We had seen how difficult writing was for most engineers, and untrained copywriters simply didn't have the technological expertise to make sense out of technical marketing problems. To fill the need, we formed Communications Associates, and spent most of the '90s working with regional and national technology companies to improve the quality of written communications coming out of their marketing departments.

## **1987-1989 Creative Director, The Roberts Group**

I took a break from technology writing and developed my skills in the consumer market by creating a national marketing plan and doing the advertising roll-out for a Seattle coffee company named Starbucks. As you may know, things went pretty well.

## **1981-1987 Advertising Copywriter**

After graduation from the U of O, I did my apprenticeship with several Willamette Valley advertising agencies, and ended up in Portland at the William Cain Agency, where I got some serious instruction from Dan Weiden and Dave Kennedy. They went on to start their own agency, and I became a freelance writer for companies such as Nike and Louisiana Pacific.

When it became clear that the future of Northwest industry lay in technology, I shifted my business focus to the marketing of computers, microprocessors and electronic design tools. Clients then included KVO, Waggoner Edstrom, Tektronix, Microsoft and Intel.

**Contact: Sheryl Macy, 20275 SW Deline Street, Aloha, Oregon 97007**

**503-649-9284**

**Sheryl@SMacy.com**

**Education: Bachelor of Science, University of Oregon School of Journalism**

**2006 – Interactive Multimedia Professionals Program, Portland State University.**

**References: Available on Request**