

STARLA J. KING

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WRITER / EDITOR / PROJECT MANAGER

- Documentation Creation & Management • Technical-to-Layperson Language “Translation”
- Corporate & Entrepreneurial Project Management • Organizational Change Management
- Writing Coaching & Instruction

Published writer proficient in a range of writing styles and topics, particularly skilled at understanding and explaining complex, discipline-specific concepts for the layperson in easily digestible language and format. Experienced project manager able to quickly switch between detail and high level, communicate effectively with all levels of employees and management, prioritize, execute and organize tasks and timelines appropriately, and influence and mobilize others into action. Significant experience in the mortgage industry.

SELECTED PROFESSIONAL ACCOMPLISHMENTS

CORPORATE (Fortune 500 Company):

- Refined and documented a new technical writing methodology for customer training (single sourcing and modular documentation), leading the implementation through internal customer education and change management, and showcasing the company’s methodology at technical writing industry meetings.
- Quickly became subject matter expert on functionality of Loan Prospector® (Freddie Mac’s automated underwriting system), monitoring and updating online help and user education materials for five years.
- Implemented and championed continuous improvement on documentation of document management processes and procedures for Customer Education department. Many of those process and procedure documents are still used there today, almost 10 years later.
- As part of the Loan Prospector Training Redesign Team, designed a new format and method for providing customer information on the company’s online Learning Center. This project helped increase site usage from 3000 hits per month to 75,000 hits per month. (See <http://www.freddiemac.com/learn/uw/>)
- Demonstrated solid, reliable value and consistent professional growth by joining company as technical writing consultant, advancing to full-time employee, then to team lead, then to supervising manager.

SOLE-PROPRIETOR/ENTREPRENEUR:

- Created and continue to single-handedly manage a profitable writing, editing, and writing coaching and consulting company. Wrote and designed all content on my business website.
- Provided ongoing support as ghost writer, web content provider, editor, and business consultant for companies supporting women entrepreneurs, for prominent Chief Social Media Marketing Officer, for business coaching consultancy.
- Created and managed all aspects of a woman-owned and -operated landscaping company (four employees at peak) to net profit in three years, increasing revenue and profit annually for four years.
- Consistently hired for repeat and ongoing services, building long-term engagements with clients.
- Authored a book of creative non-fiction, with royalties exceeding initial publication expenses by 25%. Co-editor and senior project/program manager for companion book (anthology of 52 authors), published August 2015.

PROFESSIONAL EXPERIENCE

EDITOR, COPYWRITER, CONTENT CONSULTANT (Client: Actualize Consulting, McLean, VA) Serve as “polisher” of customer- and industry-facing articles: editing, advising about, and writing new content.	10/15 – current
CONTENT CONSULTANT (Client: Pedago, Washington D.C.) Serve as leadership and organizational development subject matter expert reviewer for online on-the-go learning tool (smart.ly).	3/15 – current
OWNER and PRESIDENT - OutWrite Living, LLC, Philadelphia, PA Serve as coach, teacher, and consultant to emerging writers; editor and website copywriter for service provider entrepreneurs; sole proprietor managing all day-to-day operations, sales, marketing, business strategy, client relations, and deliverables.	1/10 – current
OWNER and OPERATIONS DIRECTOR - Signature Landscapes, LLC, Ashburn, VA Served as landscape designer and installer of small- to mid-size residential gardens; also responsible for managing all employees and day-to-day operations, training, sales, and marketing functions.	7/06 – 12/09
BUSINESS APPLICATIONS PROJECT MANAGER - Freddie Mac, McLean, VA Managed and supported business requirements for online registration systems and customer education materials for use of proprietary loan underwriting system, serving as supervisor, project manager, product manager, and interdepartmental subject matter expert.	9/05 – 7/06
CUSTOMER EDUCATION PRODUCT SPECIALIST - LEAD - Freddie Mac, McLean, VA Served as team lead and interdepartmental subject matter expert, providing internal documentation of proprietary automated underwriting system (Loan Prospector®) enhancements, and creating internal and external customer education materials, requirements, and use case scenario documents. (See http://www.freddie.com/learn/ and http://www.loanprospector.com/about/ for sample customer education materials)	4/02 – 9/05
MODULAR DOCUMENTATION CONSULTANT - Freddie Mac, McLean, VA Served as strategic partner and technical writing lead for development and implementation of single sourcing and modular documentation methodology, including employee education and change management.	10/01 – 4/02
USABILITY CONSULTANT - Group Jazz, Washington, DC Served as usability consultant and early developer of new company website.	7/01 – 9/01
SENIOR PROJECT MANAGER - Caucus Systems, Inc., Arlington, VA Managed execution of virtual corporate meeting and team workspace production activities, and facilitated asynchronous learning for online learning communities, including ongoing documentation of proprietary online meeting system and technical markup language, plus training and online help materials for clients.	11/99 – 6/01
VIRTUAL GROUP SPECIALIST - GroupServe, Inc., Washington, DC Served simultaneously as user interface designer, developer, documentation specialist, and marketing specialist for start-up company providing proprietary online discussion tool.	11/97 – 11/99

EDUCATION AND CREDENTIALS

Master of Science, Organizational Learning (now Organizational Development/Knowledge Management)
George Mason University, Fairfax, VA. Master’s Practicum: “Nailing Jello to the Wall: Communication Analysis: Programmers and Users” (<http://www.virtualschool.edu/edu/starlaKingPracticum.html>)

Bachelor of Arts, English; Bachelor of Arts, Psychology (double major, with honors)
Eastern Mennonite College, Harrisonburg, VA

Other: CCA (Creativity Coaching Association) Certified Creativity Coach

Author of the book *Wide Awake. Every Day. Daily Inspiration for Conscious Living*. Washburn: Little Big Bay Publishing, 2013.

Co-editor and -compiler of anthology *Wide Awake. Every Week. 52 Writers Share Aha! Moments*. Washburn: Little Big Bay Publishing, 2015.

SELECTED PRESENTATIONS

"Goal-setting for Creatives," Creativity Coaching Association (CCA) Transformational Tuesday interview series, January 2013.

"Patchwork Writing: A Manageable Method For Creating Your Best Big Works" workshop, part of the virtual course *Get Writing! A Virtual Yurt For Rapsallion Wordslingers*, April 2014.

Presentation on single sourcing and modular documentation methodologies, Society for Technical Communication (STC) Annual Conference, Dallas, TX, 2003.

"Moving Towards Single Sourcing with Reusable Learning Objects on a Budget Using Microsoft Word," STC Chapter Event, Falls Church, VA, September 2003. (Co-presenter with Jocolyn Weeks)

"The Impact of Technology on Workplace Relationships," graduate and undergraduate Communications seminars, George Mason University, April, 2001; November, 2000; November 1999, Fairfax, VA.

"Design of Online Social Networks," Online Social Networks 2001 Virtual Seminar, April 2001. (Online focus area facilitator and subject matter expert panelist)

"Diversity and the Internet from the Inside: the Impact of Technology on Diversity," Diversity Leadership Forum Workshop, November 2000, Washington DC. (Co-presenter with Dr. Ann Baker)

"Learning Break: Online Communities," Online Communities Research Study meetings (A collaborative research project conducted by Arthur Andersen's Next Generation Research Group, Anheuser-Busch, Shell Oil, and The Mutual Group), June 1998, Chicago, IL.

"Creating the Learning Organization: A Technological Perspective," Chesapeake Bay Organizational Development Network Annual Conference, January 1997, Arlington, VA. (Co-presenter with Dr. Ann Baker and Sandra Manne)