

# DEBRA WOLF

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## PROFESSIONAL SUMMARY

I am a multi-disciplinary professional with a background in international marketing, IT, marketing communications, copywriting, web and print journalism, and consulting. I work with business, non-profits, and the arts. Qualifications and experience include:

- Product Management, HR/Payroll Software
- Requirements Definition & Specification
- Web Content Development (with SEO)
- Marketing Communications
- Employee & Corporate Communications
- Fluent in French
- Business, Systems & Data Analysis
- Software Testing
- Web Copywriting (with SEO)
- Internal & Client Training
- Journalism (web & print)
- MBA (Marketing)

## PROFESSIONAL EXPERIENCE - INDEPENDENT

### INDEPENDENT CONSULTANT / FREELANCE WRITER

2003 – present

- Senior Web Copywriter, GMAC Insurance (2008)
  - Contractor, nine-month project. Responsible for new content creation and rewrite of e-commerce site.
  - Gathered business requirements across six lines of insurance business.
  - Coordinated with remote senior management and third party consultants (ad agency and SEO).
  - Transformed requirements into 200 pages of optimized content, working with IT, creative, and e-marketing.
  - Delivered menu structure enhancements, copywriting, SEO, editing, and testing of integrated applications.
  - Worked with IT through full Development Life Cycle to deployment (end 2008).
  - Also wrote taglines, landing pages, email campaign copy.
- Researcher/Writer (2007)
  - How-To Guides, varied topics, TrustyGuides.com. Art reviews and articles, OutOfTheTube.com.
- HRIS Consultant/Technical Writer (2005, 2006)
  - HR software start-up, regulatory solution (FMLA/ADA) for employers.
  - Responsibilities included web concepts, content, partner web content, software tutorial, software HELP, email sales campaign, software testing, user interface redesign, editing & proofing of 700+ HRIS screens and forms.
- Other (Consulting, Marketing, Journalism) (2003 – present)
  - Consulting to entrepreneurs and small businesses on competitive advantages, marketing message and positioning, with translation of these requirements into effective, affordable and incremental web strategy and content.
  - Global marketing services company (branding and communication projects).
  - HR systems consulting firm (marketing collateral, web site structure and content).
  - Entrepreneurs and independents (web content).
  - Art Reviewer, *Atlanta Journal-Constitution* (2007 – 2008)
  - Freelance Art Journalist: *ARTnews*, *Art Calendar Magazine*, *France Magazine*, *Raw Vision*.

## PROFESSIONAL EXPERIENCE - CORPORATE

**AUTOMATIC DATA PROCESSING, INC. (ADP), Atlanta, GA**

**1998 – 2002**

***Product Manager, ADP Enterprise Human Resource Management System (formerly CSS HRizon)***

Responsible for product planning, functional and regulatory requirements definition, and consistent message for ADP's National Accounts enterprise solution, supporting outsourced HR, Payroll, and Benefits Administration.

- Worked collaboratively on multiple releases – product planning, definition and prioritization of requirements / features.
- Wrote 25+ new pieces of marketing collateral and related materials – conceptual, functional, and technical.
- Designed and wrote first-of-its-kind web-delivered sales training, ultimately disseminated to clients through the Internet.
- Assisted Development with Self Service design; drafted, revised, proofed web content; delivered HRMS new hire training.

**IBM / CGI (COMPAGNIE GENERALE INFORMATIQUE), Atlanta, GA; Paris, France 1995 – 1997**

***Product Manager, HR Access Business Unit***

Key member of two-person start-up team for North American launch of global Human Resources system (HR Access). Grew staff from two to fifty-five. Responsible for product vision, content, communication. Managed multiple teams.

- Successfully launched HR Access to North American marketplace.
- Wrote functional / design specifications in over 15 areas of Human Resources / Payroll.
- Coordinated design and implementation of software Competency Model, unique to the competitive space.
- Created and delivered sales and product training; briefed industry analysts.

**DUN AND BRADSTREET SOFTWARE (formerly MSA) Atlanta, GA**

**1989 – 1995**

***Advisory Business Analyst, SmartStream Human Resources System***

Internal consultant, responsible for gathering and documenting international and domestic business requirements for multinational Human Resources / Payroll system. Included country-specific employment and tax compliance features. Wrote specifications, white papers, RFPs, test cases, and training. Received training in data design, workflow processes.

**CULLINET SOFTWARE, Westwood, MA**

**1984 – 1989**

***Development Product Manager, Cullinet Human Resource System***

Managed team responsible for global definition and communication of product content including regulatory compliance (new applications and reporting for COBRA and IRCA), quality assurance, functional and design specifications. Wrote client newsletter; conducted US / European sales training. Received training in systems analysis, data modeling.

## EDUCATION / OTHER

**The Wharton School, University of Pennsylvania**

- MBA, Marketing. Secondary concentration, Business Law.
- Staff Writer, *Wharton Journal*.

**Wellesley College**

- BA, French and Russian Language.
- Wellesley Scholar (Honors).
- Scholarship to study International Public Law (Institut d'Etudes Politiques, Paris), Junior Year.

**Other**

- Volunteer, Atlanta Public Schools (High School), Art Auction, Spring 2007; fundraiser.
- Volunteer, Atlanta Public Schools (Elementary); projects in art, design, planning, 1998 – 2003.
- Summer Intern (Marketing), Magazine Publishers Association, Times Mirror Magazines (NYC).
- Summer Temporary, Bilingual Editor (English / French), U.N.E.S.C.O. (Paris).