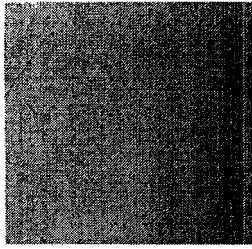


FILE NAME: John Crane (JC)

DATE: 2006

DOC#: JC020

DOCUMENT DESCRIPTION: Resume of Robert Atkinson with Case Study of John Crane



Robert Atkinson

Writing, Editing and Research Services

Résumé

Case Studies

Writing Samples

Research

Contact

Case Studies

Project Management - John Crane

The Challenge

John Crane, a world leader of engineered sealing systems based in Morton Grove, Illinois, wanted to create a comprehensive history and timeline to showcase the company's position as an innovator and trusted industry leader. Founded in Chicago in 1916 as Crane Packing Company, John Crane has a long, eventful history documented in several short articles written for company newsletters and magazines. The authors of these histories had relied on employee recollections and the earlier articles for their information. As a result, John Crane's known history contained huge gaps and inaccuracies.

The Solution

I formulated a research plan that started with investigating what primary sources of information John Crane might have at the Morton Grove headquarters. Working with the Marketing department, I discovered a large cache of information dating back to the Crane Packing Company's beginnings. Someone with foresight had clipped out company advertisements and news articles and put them in scrapbooks.

I went through each of these scrapbooks, noting the important items and marking them for future reference. The ads in the scrapbooks proved to be an invaluable resource when piecing together the company's timeline because they pinpointed the introduction of new products and the opening of new sales offices. They also provided interesting visuals for the company timeline and history.

However, the ads told only part of the story. I visited the **Chicago Historical Society**, where I discovered a detailed floor plan of an early Crane Packing factory, and Chicago's Harold Washington Library to find the company's trademark and patent information. I also wrote query letters to the United States Navy for information about its relationship with Crane Packing, particularly the company's receiving of multiple "E" Awards during World War II.

As I continued to collect information, I began writing the company history and compiling dates for the timeline. After consulting with John Crane, I also designed a system for scanning and archiving the significant items found in the scrapbooks.

The Results

John Crane now has a detailed, accurate company history with timeline and images that is scheduled for release as a brochure in fall 2004. They also have an indexed collection of the primary

sources used in the creation of the history that includes a complete listing of every patent and trademark ever issued to Crane Packing and John Crane and a CD archive of images, photos and logos spanning the company's history.

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Objective: To find challenging and interesting freelance employment with a progressive and dynamic company.

F R E E L A N C E E X P E R I E N C E - W R I T I N G / E D I T I N G

Digitas *Aug. 2004 to Present*
Chicago, IL

SENIOR COPYWRITER. Wrote and edited content for Allstate web sites for financial services topics including IRAs, annuities, savings and banking, long term healthcare, and education savings.

Baton Technologies *Apr. 2004 to Jul. 2004*
Elgin, IL

WRITER AND MARKETING CONSULTANT. Developed company's marketing message; wrote web content and sales collateral; designed and wrote Help manual and training material for Baton-PDM, the company's product development management software.

Arc World Wide *Apr. 2004 to Jun. 2004*
Chicago, IL

CONTENT STRATEGIST. Wrote and edited content for Whirlpool Corporation's web site (www.whirlpool.com); evaluated and edited current web content for product correctness and brand positioning; standardized Whirlpool's online product data presentation.

Semaphore Partners *Oct. 2003*
Chicago, IL

CONTENT STRATEGIST. Evaluated US Gypsum marketing collateral against the site map of the redesigned US Gypsum web site (www.usg.com) to match offline and online content and identify new content needs.

Sapient *Jun. 2002 to Sept. 2002*
Chicago, IL

WRITER AND EDITOR. Wrote and edited marketing content for Audi of America's AudiUSA.com and AudiCanada.ca web sites; evaluated and edited existing Audi content for product correctness and brand positioning; assisted in managing content aggregation and site quality assurance testing.

John Crane *Nov. 2001 to Oct. 2003*
Morton Grove, IL

WRITER AND EDITOR. Wrote and edited print ad copy; wrote and produced company marketing collateral including market-specific product brochures.

B2BWorks*Nov. 2001 to Apr. 2003*

Chicago, IL

WRITER. Wrote company's online and offline marketing collateral including sales proposals in response to RFPs, direct mail pieces, digital sales presentations, e-mail and banner advertisements, and media kits; produced and edited client e-mail and banner advertisements.

F R E E L A N C E E X P E R I E N C E - R E S E A R C H**NARA***Jan. 2004 to Present*

Chicago, IL

INDEPENDENT RESEARCHER. Historical research services through the National Archives and Records Administration (NARA) for private individuals and organizations on topics including military service, naturalization, immigration, and genealogy.

John Crane*Jun. 2002 to Oct. 2003*

Morton Grove, IL

RESEARCHER. Researched and wrote a comprehensive company history and timeline using both company and external information resources.

B2BWorks*Nov. 2001 to Apr. 2003*

Chicago, IL

MARKET RESEARCHER. Researched and wrote online marketing viability reports covering major business sectors, including finance, manufacturing, and automotive.

**F R E E L A N C E E X P E R I E N C E - P R O J E C T
M A N A G E M E N T****American Hospital Association***Nov. 2002 to Apr. 2003*

Chicago, IL

PROJECT MANAGER. Managed the redesign of the Health Forum (www.healthforum.com) and Hospitals & Health Network Magazine (www.hhnmag.com) web sites; consulted on selection of ASPs to provide ad serving and online directory functionality for each site.

John Crane*Jun. 2002 to Oct. 2003*

Morton Grove, IL

PROJECT MANAGER. Developed and managed implementation of a digital archiving system to store 80 years of company marketing material.

F R E E L A N C E E X P E R I E N C E - P R O O F R E A D I N G**Burrell Communications Group***Dec. 2003 to Feb. 2004, Apr. 2004*

Chicago, IL

PROOFREADER. Proofread and edited direct mail campaign collateral for Verizon Communications; proofread and edited company orientation and training material.

F U L L - T I M E E M P L O Y M E N T E X P E R I E N C E

B2BWorks

Jan. 2000 to Nov. 2001

Chicago, IL

WRITER AND EDITOR. Wrote company's online and offline marketing collateral, including sales proposals in response to RFPs, web content, corporate brochures, direct mail pieces, digital sales presentations, e-mail and banner advertisements, and media kits; developed, tested, and updated company web site and intranet; developed online privacy policy to obtain company's TRUSTe certification.

Hubbard Online

May 1999 to Jan. 2000

Chicago, IL

CONTENT SPECIALIST. Wrote sales proposals in response to RFPs; wrote software training material; produced and edited company marketing collateral and web content; produced and edited web content for clients including several Top 100 law firms.

Bank One

Apr. 1999 to May 1999

Chicago, IL

USER-ACCEPTANCE CONSULTANT. Tested and proofread Bank One's e-commerce web site in preparation for launch.

Interact NOVA Group

Sept. 1997 to Nov. 1998

Osaka, Japan

ENGLISH LANGUAGE INSTRUCTOR. Taught communication-based English classes to students ranging in ability from beginner to advanced levels.

E D U C A T I O N

Western Michigan University

1996 to 1997

Kalamazoo, MI

MASTER OF ARTS-LITERATURE

Western Michigan University

1993 to 1996

Kalamazoo, MI

MASTER OF FINE ARTS-FICTION

Western Michigan University

1989 to 1992

Kalamazoo, MI

BACHELOR OF SCIENCE-HISTORY

S K I L L S

Programming and Software

Proficiency in HTML (hand coding and WYSIWYG) and a number of software programs, including Microsoft Office Suite, Photoshop, Adobe Acrobat tools (Exchange, Distiller, and Reader), GoLive, Dreamweaver, QuarkXPress, and Interwoven TeamSite.

Research

Extensive online and offline research experience with business and government resources, including US patent and trademark records, National Archives and Library of Congress holdings, and Freedom of Information Act (FOIA) requests.

Writing Styles

Experience in Chicago, MLA, APA, and AP styles.

R E F E R E N C E S

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