

Deborah W. Dickson

Author | Editor | Communicator | Educator
469.233.1920 deborahwdickson@live.com

Career Overview

Twenty-year career as a freelance writer and corporate professional in communications, writing, and training. Proficient at content, thought leadership, editing and training, both print and digital. Currently teach communications at the college level.

Professional Experience

The DW Group, Communications Director, St. Petersburg, Florida August 2009 to October 2014

Branding and marketing for start-up entrepreneur in fashion industry: Training materials, presentations, websites, ghostwriting for two books, Amazon postings, B2C sales at trade shows.

AdvoCare, LP, Communications Manager January 2008 to March 2009

Digital and print communications for direct sales company specializing in nutritional, weight-management, and sports performance products:

- Eight-page monthly newsletter
- 72-page, glossy magazine publication
- Content for new website
- Associate guide, sales tools, brochures, e-mail blasts
- Leadership training materials

Home Interiors & Gifts, Inc., Sales Training Writer September 2006 to January 2008

Produced print and web communications for interior decorating direct sales company:

- Decorating Consultant Guide and training workbook
- Monthly internal employee newsletter
- Content for website, scripts, speeches, presentations
- Correspondence for C-level executives
- Awards and recognition for leadership director training
- Fulfillment at national seminar

Contract Projects

Avigilon, Content Manager April 2015 to July 2015

Editing and writing for global surveillance company: case study and white paper.

RBC Life Sciences, Senior Writer August 2010 to July 2011

Content and messaging for product launch: website, presentation, training manual, and workbook.

The City of Plano, Editor, *The Village News* March 2000 to February 2005

Writing and photography: bi-monthly newsletter for citizens of Downtown Plano

What's The Big Idea? Project Manager October 2002 to January 2004

Harrah's Casino and American Express Financial Services

IconGraphics, Training Director April 1990 to August 2000

Authorized Xerox Ventura Publisher trainer. Taught desktop publishing courses and produced newsletters for various companies and organizations.

College Educator

UT Dallas, Lecturer August 2015 to present

Professional and Technical Communication for Engineering and Computer Science majors

University of Phoenix, Humanities Professor December 2013 to present

Business Technical Writing, Composition, Influence of New Media's on American Culture

Collin College, Writing Instructor February 2012 to May 2016

Degrees

Ph.D. Candidate in Literature & Languages, Texas A&M Commerce University, 2016

Master's of Mass Communications, University of South Carolina, 1991

Bachelors of Fine Arts in Journalism, Texas State University, 1984

Organizations

WEBNC, Lumina Learning Training Affiliate, DSA, Collin College Mentor Program

Published Work

"Effective Church Leadership," Dr. Charles Daniels, 2016

"Avigilon Monitors School in Kuwait," case study, 2015

Sharper, Smarter white paper. Avigilon Corporation, 2015

Realtor Brochure for Tom Grisak, Keller Williams, 2015

Simplify brochure, organizing and closet consulting company, 2015

"Women of Influence: Examining Gender Roles in the Workplace," TAMCU, 2014

Ten Steps to Style: Create Your Ideal Image, © Denise Walthers: 2011

RBC Life ClearPath Associate Handbook, 2011

RBC Life ClearPath Associate Workbook, 2011

RBC Life Family newsletter, 2011

RBC Life Stem-kine brochure and white paper, 2011

Ten Steps to Success Workbook for Epicure Selections, April 2011

"Women in Leadership," *ARCS Foundation*, Denise Walthers

"Women in Business," *Success Magazine*, Stockholm, Sweden, 2010

Ten Steps to Success: Build your Business One Step at a Time, © Denise Walthers, 2010

Pepsico, Earning Income Guide, 2009

Impact Magazine, AdvoCare, 2008-2009

Getting Started in AdvoCare Training Workbook, 2009

Flash News, newsletter for AdvoCare, 2008-2009

Decorating Consultant Guide, Home Interiors & Gifts, 2007

Decorating Consultant Workbook, Home Interiors & Gifts, 2007

On the Home Front, newsletter for Home Interiors employees, 2006-2008

Meyerson Research Fellowship Grant, Harry Ransom Humanities Center-UT Austin, 2006

The Village News, newsletter for Downtown Plano, City of Plano, 2000-2005

Hope Cottage Adoption Agency Newsletter, 1999-2001

Preston-Royal Village News, retail shopping center, 1996-1999

Tia's Tex-Mex News for restaurant employees, 1993-1998

ACP Today Newsletter for employees of American Airlines, 1992-1995

Clippings Newsletter for clients of Las Colinas Landscape, 1993-1998

National Gypsum News for employees, 1991-1993

Achieving Graphic Impact with Ventura 2.0, 352 pages. © WordWare Publishing: Plano, Texas. 1991

.