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Experience

GSI Commerce, Inc., Product Manager, 2009-Present

Manage ecommerce platform features, from inception through rollout.

- Collect, track and manage feature requests from internal and external clients. Prioritize requests for scheduled releases based on factors such as ROI, business need, funding available and projected roadmap.
- Develop product requirements documents to capture long-term goals/vision as well as considerations. Prioritized features for product inclusion. Created abstracts to address short-term objectives. Both documents included user stories and high-/mid-level business requirements.
- Research and analyze competitive data, industry trends, and user needs to build product roadmaps that span several years and include multiple releases.
- Engage clients to determine real needs vs. superficial trends. Troubleshoot product features for existing platform.

GSI Commerce, Inc., Business Analyst, 2007-2009

Planned and performed analysis of ecommerce activities/functions and guided the subsequent design and implementation or improvement of existing ecommerce applications.

- Elicited, documented and evaluated business requirements for complex projects, working across multiple organizations. Interfaced with SMEs in technology, merchandising, fulfillment, customer service and finance to decompose high-level concepts into detailed requirements.
- Built use cases and models that clearly depicted process flows relating to specific business requirements. Documented existing operating procedures and recommended efficiencies for complex, highly interdependent ecommerce platform that serves 80+ clients.
- Worked closely with internal and external customers to identify goals and objectives, document new and updated business processes, and ensure that business needs are met. Conducted interviews and facilitated requirements elicitation sessions.
- Communicated effectively with technical and non-technical personnel. Gathered and evaluated requirements for project elements that require software development work. Communicated information needed to fulfill these requirements effectively to partners, business and technical staff in both oral and written forms.

GSI Commerce, Inc., Sales Communications Manager, 2006-2007

Managed all client-facing communications, including letters, promotional materials, marketing collateral, etc.

- Served as Lead for numerous RFP responses, working with sales, subject matter experts (SMEs), legal and others involved in the process while maintaining a tight schedule and quality writing/editing.
- Established formatting/style standards, developed templates for RFP responses and other client-facing documents, coordinated with design teams to establish a fresh look for presentations, reports and more (mini-branding exercise).

- Managed and developed mailings to prospects, introducing the company and building our reputation through marketing pieces
- Created and initially structured internal WIKI page for use by all of Business Development team. Used as a central repository where the most recent documents are available.

Senior Technical Writer, DoubleStar, 2004-2005

Established standards in proposals, technical manuals, and other customer-facing documents.

- Established dozens of templates for use by contractors in the field. Coordinated with Marketing to ensure a standard look and feel.
- Edited and wrote proposals in close coordination with project management and sales.
- Involved in and eventually spearheaded a project to create a technical library of sample documents for use by field contractors, project management and internal technical personnel. Organized documents by project life-cycle, with cross-indexing for easy reference. Developed a front-end using RoboHelp that was architected for multiple search paths and supported a layered information approach.

Senior Technical Writer, TruePosition, 2002-2004

Wrote user manuals and online help for wireless location software and hardware.

- Wrote user manuals, published in PDF, for complex 911 wireless location solution. Worked with operations, development and customer support to ensure that procedures were accurate and addressed various market needs.
- Integral part of spearheading a unified online help system for products with a user interface. Defined requirements, created templates and established a standard look and feel.
- Designed help architecture and navigation to be unobtrusive yet helpful in finding answers quickly. Architecture included both link paths and visual markers.

Learning Products Engineer, Hewlett-Packard, 2000-2002

Wrote user manuals, tutorials and help systems for server software.

- Wrote user manuals and quick start tutorials for web services platform. Worked closely with developers to ensure that manuals were accurate and addressed salient points.
- Created help system for the integration of custom solutions with a large process-based application. It featured streamlined navigational controls and used a Cascading Style Sheet (CSS) and frames.

Various Positions, Various Companies, 2000-2007

- **Systems Analyst, Siemens Health Solutions, Inc** – Documented software release updates, fixes and issues for hospital administration software applications.
- **Analyst, Centocor, Inc** – Documented processes and SOPs for the company's IT department. Worked closely with project management to identify procedures and recommend improvements.
- **Senior Documentation Specialist, Global Logistics Technologies, Inc.** - Wrote and edited technical materials for web-based supply chain software application. Created online help for the company's web portal. Developed and managed the application's CSS. Investigated new products and worked to resolve documentation issues with the toolset used.

- **Senior Technical Writer/Editor, bigchalk.com** - Developed functional and design requirements as well as use cases for web portal and online library. Developed online help and requirements documents for electronic library product.

Documentation Manager, Analytical Graphics, Inc., 1996-2000

Wrote and edited technical materials for satellite systems analysis software application.

- Converted all paper documentation to comprehensive HTML-based help system consisting of more than 3000 topics and featuring framesets, JavaScript, CSS, and a search engine. Published user and technical manuals for UNIX- and Windows-based satellite analysis software. Worked closely with astrophysicists and aerospace engineers to ensure technical accuracy and consistency.
- Managed growing technical writing team. Provided direction for current and future projects. Defined goals and prioritized tasks. Redirected the focus of paper documentation to task-based topics independent of the user interface.
- Served as the usability reviewer for all UNIX and PC interfaces. Provided feedback and suggestions, worked with software engineers to design more user friendly interfaces. .

Senior Technical Writer/Editor, SEMCOR, Inc., 1990-1996

Provided technical writing, editing and organizational support to aerospace programs.

- Edited and coordinated corporate proposal efforts in response to government and commercial RFPs. Proposals ranged from 30 to 100+ pages in length. Wrote, edited and coordinated review efforts for V-22 and Special Ops meeting reports, scientific papers and in-house publications. Subjects included avionics, mission planning, and crew station.
- Created, edited and maintained computer network/database user manuals written for beginner and expert users. Supervised the editorial process, and managed production and distribution of updates.

Computer Skills

Analysis Tools	Caliber, Visio, Sant Suite, SharePoint, knowledge of UML
Internet/Help:	WIKI Markup, DreamWeaver, RoboHelp, Adobe Acrobat Suite, Homesite, HTML Transit, knowledge of XML
Graphics:	Adobe PhotoShop, Fireworks, Corel Draw, HiJaak, Snag-It, XV
Publishing:	MS Word, FrameMaker, WordPerfect, MS Power Point, MS Excel
Miscellaneous:	Rational Portfolio Manager (RPM), ClearCase, StarTeam, Perforce, Source Safe, CVS, ClearQuest, various in-house bug tracking software

Education

Technical Courses	Introduction to JavaScript, Introduction to FrameMaker	Certificates
Drexel University Philadelphia, PA	Courses: Introduction to Information Systems, Writing Computer Manuals	GPA: 4.0

Villanova University M.A. in English Literature
Villanova, PA

GPA: 3.5
Scholarship

Chestnut Hill College B.A. in English Literature
Philadelphia, PA

GPA: 3.4
Early Admission

Awards & Activities

- Webmaster, www.padanerescue.com, www.sheilam.net, www.dvdpa.org
- PA/DE Chapter Coordinator, Mid-Atlantic Great Dane Rescue League, 2002-2004, 2007-Present
- Member, International Institute of Business Analysis, 2007-2009
- Award of Merit, Marketing brochure, Society for Technical Communication (STC), 2006
- Vice President, STC, 2003-2004
- Chair, STC-PMC Conference, 2003-2004
- Chair, Policies & Procedures, Mid-Atlantic Great Dane Rescue League, 2001-2003
- Manager, Online Competitions, STC, 2000 – 2002
- Award of Merit (1), Process Manager Integration Help System - STC, 2001
- Awards of Merit (3), various reference manuals - STC, 1999
- Award of Excellence (1), Programmer's Guide (Co-authored) - STC, 1999
- Letter of Commendation, SEMCOR, June 1995
- Individual Achievement Award, SEMCOR, April 1995
- Awarded Scholarship to Villanova University, 1987-88
- Awarded Early Admission to Chestnut Hill College, 1982