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Chris Shaw

3rd

Sr. Technical Writer at Accuray

Madison, Wisconsin Area | Medical Devices

Current

Accuray, Jade Ghost LLC

Previous

Radiate Hope Foundation, Accuray, TomoTherapy Incorporated

Education

BS, Technical Communication; Marketing Management at Milwaukee School of Engineering

Connect

Send InMail

186 connections

www.linkedin.com/pub/chris-shaw/3/355/624

Contact Info

Summary

- Personal Traits
- Insatiable thirst for knowledge
 - In perpetual pursuit of greater efficiency
 - Highly detail-oriented, but aware of the impact details have on a larger scope
 - Diplomatic and personable; able to communicate effectively in delicate situations
 - Self-motivated and able to work independently on multiple projects with little supervision
 - Calmly perseveres under pressure
 - DiSC behavioral profile: Creative Pattern
- Communication Skills
- Wrote, edited, and published technical, marketing, website, social media, and advertising content
 - Affinity for understanding and communicating technical concepts and information
 - Knowledge of the localization process, including methods to expedite translation and reduce costs
 - Proficient in the principles of usability to increase ease of use and improve design
 - Tempered customer service skills and refined public speaking ability
 - Strong interpersonal communication skills, and an aptitude for educating others
- Leadership Experience
- Proposed, implemented, and managed department metrics to track performance
 - Led paperless documentation initiatives to eliminate waste and save money
 - Developed and executed detailed project schedules involving many team members
 - Analyzed the impact of new products on existing documentation
 - Maintained department knowledge base to manage change and record department processes
 - Mentored and trained workers in a wide variety of professional environments
- Software Experience
- Adobe FrameMaker, Photoshop, Illustrator, LiveCycle, Acrobat, and PageMaker; QuarkXPress
 - Microsoft Word, Excel, Visio, Publisher, Outlook and PowerPoint
 - Completed STC Software Usability Certificate Program (2008)
 - Webworks E-publisher Pro
 - IBM Rational ClearCase and ClearQuest
 - Windows, Macintosh and Unix operating systems
 - Basic programming skills, and exposure to HTML, XML, DITA, C++, PHP (Wordpress) and DICOM
 - SAP enterprise resource management system
- Specialties
- technical writing, technical communication search engine optimization, SEO copywriting, internet marketing, search engine marketing, SEM strategy, social media marketing, copywriting, advertising, website design, branding, usability, localization, translation



How you're connected to Chris

You

↓

De Murr

Prescott Williams

Annette Amburn

Judith Stanley

Rich Maggiani

... and 10 others

↓

Chris's connections

↓

3rd Chris Shaw

Groups you share with Chris:

 Adobe Technical Communications Professionals Group

 Technical Writer in Action

 Technical Writer Forum

 Writing for Translation

Note: Groups shared with the viewer are shown here. Other groups, if visible, are shown under "Additional Information".


Chris Recommends (1)

Joseph Rico, Student, Milwaukee School of Engineering


“ Joseph Rico is one of the most compassionate,...”

See all Recommendations »


Viewers of this profile also viewed...

 Stephen Sanderson


Technical Writer at GE Healthcare

 Eric Bakkum


Technical Writer

 Michael J. Schaefer


Senior Curriculum Developer at Accuray

 Joe Leonard


Technical Communications Specialist at...

 Steve Schoepel


Technical Communications Manager at...

 Bruce Griffin


IT Compliance Manager at Accuray

 Jessamine C.


Sr. Technical Communications Specialist

 Matt Kuzmich

Senior Technical Writer at Ventana...

 Derek Olender

Global Marketing Director and Product...

 Karen Ward

Technical Writer at TomoTherapy

Experience

- Sr. Technical Writer

Accuray

Public Company; 501-1000 employees; ARAY; Medical Devices industry

March 2012 – Present (10 months) | Madison, Wisconsin Area

Refer to the Accuray Technical Communications Specialist entry following the list of current positions.
- Internet Marketing Strategist, SEO Copywriter, Co-Founder

Jade Ghost LLC

Privately Held; 1-10 employees; Marketing and Advertising industry

November 2010 – Present (2 years 2 months) | Madison, Wisconsin Area

 - Developed and implemented search engine marketing (SEM) plans
 - Performed search engine optimization (SEO) competitive analysis and keyword research
 - Wrote content and meta data for customer websites according to targeted SEO strategy
 - Researched, developed and implemented business processes and technologies
 - Responsible for corporate communications
- Board Member, Event Planner, Community Manager

Radiate Hope Foundation

June 2009 – July 2012 (3 years 2 months) | Madison, Wisconsin Area

 - Participated in strategic and tactical organizational development
 - Managed event planning logistics for the primary annual fundraising event
 - Evaluated venues, negotiated contracts, developed project schedules, and coordinated planning teams
 - Assisted in the management of website, social media, and email marketing communications
 - Held a variety of planning volunteer positions from 2006-2009 prior to board membership
 - Helped to raise funds and donate over \$250,000 to 20 cancer charities from 2007-2012
- Technical Communications Specialist

Accuray

Public Company; 501-1000 employees; ARAY; Medical Devices industry

August 2006 – March 2012 (5 years 8 months) | Madison, Wisconsin Area

 - Wrote, edited, and published instructions for use in English for radiation oncologists, dosimetrists, physicists, and therapists
 - Facilitated translation and published instructions for use in localized languages
 - Developed content using single-sourcing and structured authoring (DITA) content management systems
 - Wrote, edited and released internal manufacturing, service and product engineering documentation
 - Created and tested English and localized help systems
 - Designed, illustrated, and revised product labels and other graphics
 - Managed department metrics
 - Produced documentation according to regulatory standards (medical radiology and dosimetry)
 - Performed usability and quality assurance software testing
 - Developed interactive PDF order forms
 - Deployed documentation deliverables to external customer portals
 - Participated in department planning, capacity management, project implementation, and team mentoring
- Technical Communications Specialist

TomoTherapy Incorporated

Public Company; 501-1000 employees; Medical Devices industry

August 2006 – June 2011 (4 years 11 months)

See Accuray above. TomoTherapy became a wholly owned subsidiary of Accuray Incorporated in June 2011.
- Screening Representative (Contractor)

Multiple

June 2004 – March 2010 (5 years 10 months) | Madison, Wisconsin Area

 - Contracted with the following advertising agencies: Nemer-Fieger & Associates, Minneapolis, Minnesota; Allied Entertainment, Detroit, Michigan; Terry Hines & Associates, Chicago, IL
 - Supervised trade screenings, press screenings, and other promotional activities in the Madison, Wisconsin market on behalf of the above firms and the dozens of film studios they represent, including Universal, MGM, New Line, Dimension, 20th Century Fox, Fox Searchlight, Paramount, DreamWorks, and others.
 - Interviewed patrons, recorded demographic data, and addressed crowds of 500+ people
 - Trained new Screening Representatives
- eBusiness Marketing Intern

Brady Corporation

Public Company; 5001-10,000 employees; BRC; Printing industry

January 2005 – April 2006 (1 year 4 months) | Greater Milwaukee Area

 - Aided in content management of domestic and international websites, as well as corporate training websites
 - Managed pay-per-click, search engine optimization and search marketing programs
 - Wrote and edited internal and external marketing and technical documentation
 - Led staff training sessions and supported software implementation initiatives

Skills & Expertise

Endorsements ?

7 Technical Writing

7 Content Management

3 Microsoft Office

1 Technical Documentation

1 Marketing Strategy

1 SEO

1 Marketing Communications

1 Project Planning

1 Copywriting

1 Online Marketing

More Skills & Expertise

Localization

Software Quality...

Usability

Usability Design

Internet Strategy

SEM

SEO copywriting

Website Development

Accessibility

Project Coordination

View All (50) Skills ▾

Education

- Milwaukee School of Engineering

BS, Technical Communication; Marketing Management

2002 – 2006

Graduated with Honors.

Activities and Societies: • Student Government Association positions held: Senator, Communications Director, and Vice President.

• College athlete lettered in Stunt Team.

Chris has 1 recommendation including:

Joseph Rico, Student, Milwaukee School of Engineering

Recommendations For Chris


Student

Milwaukee School of Engineering


"Chris was a great classmate at MSOE. I highly recommend his work. His attention to detail and thoroughness put him ahead of his peers, and made him an asset to every team he was on. Thanks Chris!" August 29, 2012

Joseph Rico, Student, Milwaukee School of Engineering, studied with Chris at Milwaukee School of Engineering


Additional Information

- Websites:
- Company Website
 - Company Website
- Groups and Associations:
-  Adobe Technical Communications Professionals Group


Already a member

 MSOE Alumni, Students, Faculty, and Staff

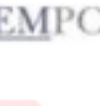
Join

 MSOE Student Government Alumni


Join

 Medical Devices Group


Join

 Milwaukee School of Engineering Alumni


Join

 SEMPO - Search Engine Marketing Professional Organization

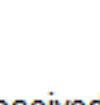
Join

 Search Engine Marketing Professionals

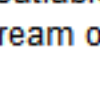
Join

 Search Engine Watch

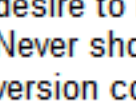
Join

 Technical Writer in Action

Already a member

 Technical Writer Forum

Already a member

 Writing for Translation

Already a member
- Honors and Awards:
- Received two commendations at TomoTherapy/Accuray. Cited for an insatiable thirst for knowledge, and also for a seemingly endless stream of process improvement ideas.

Commendation #1 (Spring 2010): "Proactive approach and tireless desire to learn and contribute to departmental projects and processes. Never short of suggestions to improve departmental output, workflow, version control issues, and so on. Eclectic TomoTherapy knowledge base lends to quick assimilation in support of projects owned by other team members. Demonstrates self-less involvement in support of Team members, and in support of Team and Company goals."

Commendation #2 (Winter 2011): "We are recognizing you with this award for the dedication and effort you displayed recently during Innovation Day. Your efforts saved the company money and time in processing translations and other documents. Your continued willingness to go above and beyond is appreciated. Thank you on behalf of all of TomoTherapy!"

Contact Chris for:

- career opportunities
- new ventures
- expertise requests
- reference requests
- consulting offers
- job inquiries
- business deals
- getting back in touch

Send a message to Chris Shaw

Get introduced through a connection

Send InMail