

Gayle Moran  
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## **Education**

Ph.D., 2011, University of Texas at Dallas (UTD)—Richardson, Texas  
Humanities with Aesthetic Studies

Dissertation: *Missing Pieces: A Search for Place and Purpose*. Consists of a novel entitled *Missing Pieces* and a dissertation about the theory, context, and creation of the novel. This academic paper includes an examination of the writing process, the writer/reader relationship, coming-of-age literature, and regionalism in world literature.

M.A., 1979, Texas A&M at Commerce—Commerce, Texas

Major: English, Minor: Art

Thesis: *A Rhetorical Analysis of Hemingway's Islands in the Stream*

B.A., 1975, Texas Lutheran University—Seguin, Texas

Major: Education, Minors: English and Art

Graduated *summa cum laude*

## **Teaching Experience**

Collin College—Frisco, Texas

2009-Current, adjunct English professor

Composition I and Composition II

Howard College—Big Spring, Texas

1983-1988, adjunct English professor

First-year rhetoric and composition, literature, research

Taught classes at Howard College campus and at Big Spring Federal Prison

Trinity Valley College—Terrell, Texas campus

1980-1983, full time professor

First-year rhetoric and composition, literature, research

Second-year world literature

Taught classes on campus and dual credit classes at area high schools

Commerce Middle School—Commerce, Texas

1975-1980

Art I, Art II, and Art III

## **Professional Skills and Experience**

- **Communications**—Experience influencing organizational change, building cohesive teams with shared vision and rallying employees to action through effective communications; ability to develop measurement mechanisms to assess and improve communications.
- **Writing and Editing**—Known for ability to make complex information clear and understandable; skilled at adapting language and style to address variety of audiences and purposes; extensive knowledge of standards such as Associate Press style.
- **Project Management**—Good at developing processes that improve time to completion and ensure quality; able to work with virtual project teams and manage vendors; organized and able to handle multiple projects simultaneously; experience managing creation of documents, websites, videos, and training.
- **Business**—Experience at small and large companies, including Fortune 500 companies; able to work with all levels of employees, executives, and customers; always keep a customer focus and strive to exceed expectations.
- **Leadership**—Build strong relationships with other organizations, foster teamwork and stay focused on results; experience managing people and budgets; known for solving problems effectively.

**Proposal Writer—Xerox (2009-Current).** *Xerox Business Services provides information technology outsourcing services to global companies.*

Write information technology sales proposals, white papers, and user guides; advise technology solution designers on effective writing; work with subject matter experts to create PowerPoint presentations; manage content library in SharePoint; design templates and documents; manage document production.

**Product Marketing Communications—Nortel (2007-2009).** *Nortel provided telecom and networking equipment and services.*

Wrote marketing materials, technology briefs, presentations, online message boards, case studies, video scripts, and content for web sites; developed sales training materials and scripts for video presentations to sales team; managed webinar on unified communications and advised executive on effective communication methods.

**Internal Communications—EDS (2005-2007).** *EDS provided information technology outsourcing services to Fortune 500 companies and global companies.*

Provided writing, editing, and strategic communications for business line executives; developed and managed strategy to communicate executive messages to employees including web site content and town halls; wrote presentations and marketing messages for clients and external audiences; supported executive PR and media activities and executive relations with analysts; managed video projects.

**Marketing Communications—Pegasus Solutions (2003-2005).** *Pegasus provides hospitality technology software to hotels around the world.*

Developed sales tools and marketing collateral; wrote advertising copy and magazine articles; wrote global customer newsletters and managed translation into four languages.

**Technical Marketing Communications—Alcatel (2000-2003).** *Alcatel provides telecom and networking equipment and services.*

Wrote white papers, marketing materials, and web site content; managed a team of twelve people providing marketing communications, programs, and sales support for Alcatel North America; wrote web-based sales training.

**Internal Communications—Nortel Networks (1997-2000).** *Nortel provided telecom and networking equipment and services.*

Wrote executive messages, newsletters, and video scripts; advised executives on effective communications to employees to help achieve goals; developed and managed division web site; produced customer testimonial videos.

**Educational Software Designer—7<sup>th</sup> Level (1996-1997).** *7<sup>th</sup> Level developed computer-based action and educational games.*

Wrote curriculum and content for award-winning educational interactive games for the consumer market; wrote marketing materials and developed marketing programs; supported public relations and interfaced with media.

**Technical Writer—EDS (1990-1996).** *EDS provided information technology services to Fortune 500 companies and global companies.*

Wrote sales proposals, technical documents, customer presentations, and web content; developed and delivered a writing workshop for systems engineers.

### **Professional Writing and Communications Development**

- Attended Kellogg School of Management communications training
- Attended Dialog in the Desert week-long strategic communications workshop
- Attended *Effective Web Communications* workshop
- Attended *Creating Visual Messaging with PowerPoint* week-long training

### **Publications**

#### Fiction

- “Dust and Dreams.” “Dallas Life Magazine,” Summer Fiction Issue, *The Dallas Morning News*, July 2, 1989.
- “The Garden Needs Weedin’.” *The Best of Bad Hemingway: Choice Entries from the Harry’s Bar & American Grill Imitation Hemingway Competition*, Volume One. New York: Harcourt Brace Jovanovich, 1989.
- “The Detour.” *Wheels and More*, Hometown Press, 1990: 2-3.

- “Al’s Welfare to Farms.” *The Best of Bad Hemingway: Choice Entries from the Harry’s Bar & American Grill Imitation Hemingway Competition*, Volume Two. New York: Harcourt Brace Jovanovich, 1991.
- “DOS in the Afternoon.” *American Way*. American Airlines Magazine Publications: August 1, 1994: 82.

### Poetry

- “How I Became a Poet at Age Ten.” *A Book of the Year*. Dallas, Texas: The Poetry Society of Texas, affiliate of The Academy of American Poets, 1987. 55.
- “A Social Encounter for the Computer Generation.” *A Book of the Year*. Dallas, Texas: The Poetry Society of Texas, affiliate of The Academy of American Poets, 1988. 35.
- “Broken Glass.” *A Book of the Year*. Dallas, Texas: The Poetry Society of Texas, affiliate of The Academy of American Poets, 1990. 65.
- “Padre Island.” *The Dallas Review*, Number One. Ed. Beth Spencer. Dallas, Texas: The Dallas Review, June 1992. 51.
- “Details.” *The Dallas Review*, Number One. Ed. Beth Spencer. Dallas, Texas: The Dallas Review, June 1992. 52.
- “Closets.” *The Dallas Review*, Number Two. Ed. Beth Spencer. Dallas, Texas: The Dallas Review, July 1992. 40.

### Miscellaneous

- Serve on Education Advisory Council for Reading and Radio Resource, Dallas, Texas
- Volunteer recording books at Reading and Radio Resource, Dallas, Texas, 1996-current
- Write online content about writing careers for Examiner.com
- Alumnus of the Squaw Valley Community of Writers
- Received U.S. patent 6,189,886 on a board game

### Linked-In Recommendations

The following recommendations have been written by co-workers and managers from various business positions I have held. These recommendations appear on my Linked-In site at [www.linkedin.com/in/gaylemoran](http://www.linkedin.com/in/gaylemoran).

### Product Marketing Communications

#### Kathy Repass

#### Nortel

As Gayle's team lead at Nortel, I witnessed an individual who could effectively handle multiple projects simultaneously. She has superior writing skills and a creative mindset

that thinks outside of the box to achieve results.

Gayle is able to effectively work with multiple personality types. On several occasions, I witnessed her professionally dealing with difficult people and situations to the point where she was able to achieve results despite seemingly impassable obstacles.

She has a heart of gold and is a solid team player who is always willing to lend a hand to ensure an evenly distributed workload that enables timely delivery of work deliverables. Gayle is also able to take complex technological data and creatively communicate its value propositions to various media types, using the language that best resonates with each audience segment.

Finally, Gayle's sunny disposition is contagious to all she encounters. She is a creative and imaginative individual whose spirit lights up each room (physically and virtually) that she enters!

### **Business Communications**

**Mike Bauer**

**EDS**

Gayle was outstanding at her job. Gayle led our groups proposal writing and external communication team. She and her team were able to synthesize a multitude of information down to the salient points in a remarkably short time and turn out winning proposals. She also led our marketing efforts and was able to give our organization a clear identity and differentiate us in a crowded field.

We had a very successful organization and Gayle and the team she led was a key reason for our success. She combined key skills that delivered synergy: creativity, phenomenal work ethic, understanding of team capabilities and strong business knowledge.

Gayle was able to maintain an even keel and stay focused in even the most difficult of times. She made tough decisions and carried multiple responsibilities. Her work was always of the highest quality and always delivered on time.

### **Employee Communications**

**Carrie Battaglia**

**EDS**

Gayle provided communication services for my organization. She is very organized, works with little direction. She provided a high level of service and was able to work at multiple levels within the organization.

### **Sales Support/Marketing Communications**

**Claire Lewis-Martin**

**Alcatel**

Gayle and I worked together for several years at Alcatel. First in Switching and then in Corporate Marketing. Gayle is an outstanding professional. Knows how to work

smoothly with all levels within the company to get things done. She is an excellent communicator and great writer. While at Alcatel Gayle managed marketing communications/sales support for all of Alcatel USA. Her responsibilities included managing the Alcatel USA internal web site. She implemented and managed the monthly product launch process pulling together all the products across the Alcatel Business Units that had been updated during the month. She managed sales training for all of the US Alcatel sales force as well as at the annual sales conference training agenda. Gayle established and managed multimedia services for the Executive Briefing Center and other corporate events. Gayle had overall responsibility for Alcatel USA corporate messaging and positioning. I would highly recommend Gayle and look forward to working with her again in the future. Claire Lewis-Martin, VP Corporate Marketing, Alcatel USA.

### **Communications Services**

**Robert Knight**

**EDS**

Gayle is a results oriented, creative individual and was responsible for the branding and supporting collateral for our organization. She successfully managed expectations of 5 senior leaders and generated the materials we needed to grow our business. She could step back from the problem and help us see the larger picture and bring agreement to the table filled with strong personalities. Skilled in her craft and the tools to get the job done, she never failed to deliver.

### **Educational Products**

**Kenni Driver**

**Wordware and 7<sup>th</sup> Level**

When I was the Director of Marketing at Wordware Publishing, Gayle and I worked closely together on products and their promotion. Gayle worked diligently as she managed a team of engineers, developed strategy, designed plans, implemented quality assurance processes, wrote all the materials, and interfaced with the executives and various department heads on our new software tools for educators. Gayle and I teamed to promote our products through written materials, events, and customer meetings. I was so impressed with Gayle's skills, intelligence, attention to detail, versatility, creativity, and professionalism that I hired her at 7<sup>th</sup> Level to manage the educational team responsible for the curriculum design and development of a series of interactive educational software programs that were key to the company's success. Gayle is pleasant, organized, efficient, and effective in all that she does. Any company would be fortunate to have her work for or with them.