

JOE BAUER

Joseph P. Bauer / 723 S. 7th Avenue, Iowa City, Iowa 52240 / 319-621-5304 / jbauer.com / jbauer@jbauer.com

- Project-lead experience with internal communications, mailers, sales collateral, press releases, news, advertising, promotions, displays, audio, video, and signage
- Start-to-finish creative and production
- Comprehensive approach to research, concept, writing, and images

PROFESSIONAL HISTORY

Joe Bauer Creative Services Iowa City, Iowa 2000-present

MULTIMEDIA FREELANCE

- Write, design, and produce printed materials, web, audio, and video
- Consult on brand strategy • Design logos • Provide voiceover audio

Pearson Iowa City, Iowa 2011-2014

PROPOSAL/TECHNICAL WRITER

- Wrote proposal text describing software for large-scale educational assessments • Maintained style manuals
- Rewrote existing boilerplate text according to Pearson proposal-writing method • Edited user manuals

Bankers Advertising Iowa City, Iowa 2002-2009

GRAPHIC ARTIST

- Managed art department workflow • Created vector and raster artwork for printed products and web
- Improved turnaround times from an average of two weeks to one day • Archived art and fonts

McLeodUSA Cedar Rapids, Iowa 1995-2000

COMMUNICATIONS MANAGER

- Created advertising, customer materials, and internal communications
- Planned, wrote and designed ads, collateral, press releases, and mailers • Originated internal newspaper
- Wrote and produced industrial videos, TV commercials, and radio ads • Designed billing forms
- Wrote marketing material in 30 million phone books • Ghost-wrote speeches

The Gazette Cedar Rapids, Iowa 1994-1995

INTERACTIVE MEDIA EDITOR

- Originated website for regional daily newspaper • Created and coded first three months of web content
- Adapted news and sports content for online media • Wrote computer code to automate news posts

COPY EDITOR

- Rewrote and edited news and feature story content • Designed and proofed pages
- Wrote headlines and captions in a daily-newspaper deadline environment

Century Design, Austin, Texas 1991-1994

LEAD EDITOR

- Managed editing of hardcopy and hypertext software manuals for IBM AIX Version 4 operating system
- Coordinated style and content issues with IBM and a staff of editors and writers
- Updated copy styles to address emerging issues in the product and industry • Trained editors and writers

TECHNICAL WRITER

- Wrote hardcopy and interactive software manuals for IBM AIX Version 3
- Worked with IBM software developers to write for all user levels
- Wrote fully linked SGML manuals before the emergence of the Web

Publications and Communications Inc., Austin, Texas 1989-1991

EDITOR

- Planned and oversaw content of Unisys World, an independent, vendor-specific trade journal
- Coordinated articles with international writing team • Redesigned publication
- Promoted product at trade shows and conventions • Wrote news and feature stories
- Wrote manual of copy style • Edited and designed AT&T Dataline, an AT&T customer magazine

WRITER

- Researched and wrote articles for computer trade journals including The Sun Observer and HP Chronicle
- Produced graphics and photography for publication

The Monitor, McAllen, Texas 1986-1989

ASSISTANT NEWS EDITOR

- Planned and laid out news and feature sections for daily newspaper • Rewrote copy, wrote headlines
- Chose graphics and photos • Created graphics • Shot photographs • Proofread sections
- Edited front news section for Saturday publication • Oversaw annual seven-section winter tourist edition

REPORTER

- Wrote county and court news • Shot photographs • Created graphics
- Planned and wrote packaged news features • Conducted judicial-performance surveys for publication

EDUCATION AND TRAINING

Bachelor of Fine Arts, The University of Iowa

Engineering coursework, Purdue University

“Successful Corporate Branding” seminar, American Management Association

“Seven Habits” seminar, Covey Leadership Center

Management training, McLeodUSA

Voiceover training, Voicetrax SF and Pat Fraley

“Writing to Win” training at Pearson

JOE BAUER Work Samples

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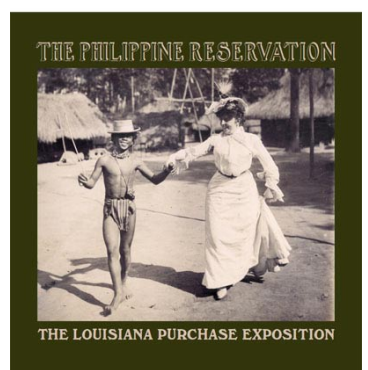
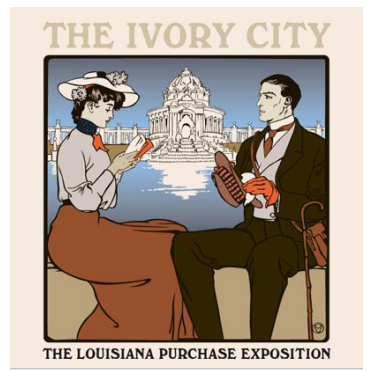
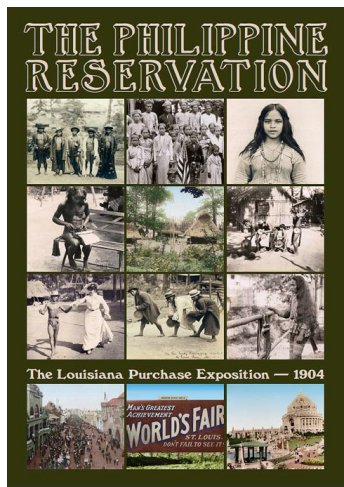
Marketing Writing & Design: Micky's Irish Pub & Grill

Freelance work for Micky's Irish Pub & Grill included a new website, an active Facebook page, a name change, and targeted ads that boosted sales even more than expected. The image at lower-left is a t-shirt design.



Graphic Design: Old Capitol Museum

In the basement of Old Capitol in Iowa City is a charming museum featuring original exhibitions. I contracted to create display artwork and a pamphlet for a show about the Filipinos who lived in an exhibit at the 1904 Louisiana Purchase Exposition in St. Louis.



Recent Two-Year Project: Pearson Proposal Text

The following writing sample is a portion of a table I wrote to summarize the advantages and features of Pearson software for high-stakes testing.

Test Delivery System	
Common Online Testing Requirements	Pearson Solution
Security	
Test content must be secure from interception during transfer and storage.	All TestNav test data are encrypted on a Pearson server and remain encrypted in transit and on the caching server. The TestNav system decrypts the test items only in the temporary memory of the student's testing computer. Any <<STATE_NAME>> data intercepted would be completely indecipherable.
The interface must not enable students to cheat in any way. The test delivery system must prevent saving, sending, or receiving any data while testing.	The TestNav system puts the testing computer on "lockdown," also known as "kiosk mode." No functions other than testing are enabled. TestNav security is engineered to prevent access to locations and actions unrelated to the test: <ul style="list-style-type: none"> ▪ The desktop ▪ Cut, copy, and paste functions ▪ Any other applications ▪ Messaging and email ▪ Printers ▪ Screen capture

The proposal section below was a pleasure to write because the product leads teachers directly from an assessment report to individually targeted curriculum.

Turning Assessment into Action

Oklahoma will have individually targeted instructional resources based on each student's test results. Perspective™ from Pearson uses OCCRA student responses to provide feedback and learning resources that target the student's specific areas for remediation and enrichment. An Individual Student Report is a detailed look into the student's strengths and weaknesses, but translating that into instruction has typically fallen to the teacher.

Schools using Perspective have web-based individualized resources for prescriptive action. Perspective enables Oklahoma teachers to create assignments for individual students or by learning groups. Content codes provide access without a login or account, and Perspective is intuitive, fast, and free of charge to Oklahoma students, families, and teachers. Perspective runs on mobile devices and on Windows and MacOS operating systems.

