

"Pat is easy to work with and proactively cares for his assigned tasks. We hired him to work on an intensive set of content rewrites based on specific style guidelines. I was very pleased with his ability to carry out this project and would recommend him for future projects."

**Amanda K.,
Google**

CONTENT WRITER & EDITOR

Award-winning, versatile content writer and editor with success delivering high-impact, audience-focused materials for global brands including Microsoft, Google, Cisco, Hallmark, and AT&T. Skilled in translating complex technical information into clear, engaging content that drives brand messaging and enhances audience engagement. Adept at collaborating with stakeholders, managing multiple projects under pressure, and aligning deliverables with business goals. Recognized for agility, creativity, and precision across digital, print, and technical formats. Eager to contribute strategic writing expertise and adaptability in content, editorial, and communications initiatives that prioritize collaboration, quality, and compelling storytelling.

- *Authored content and collateral materials for Cisco sales proposals and Microsoft Office applications.*
- *Wrote technical content for high-traffic platforms such as Google Merchant Center and Google Ads teams.*
- *Increased the efficiency of R. H. Donnelley's national sales force by 20%, with the creation of ROBIN.*

- ✦ **Content Strategy & Development**
- ✦ **Digital & Print Media**
- ✦ **Proposal Writing**
- ✦ **Process Improvement**

- ✦ **Stakeholder Engagement**
- ✦ **Research & Competitive Analysis**
- ✦ **Copyediting & Proofreading**
- ✦ **Project Management**

- ✦ **Team Collaboration**
- ✦ **Learning Agility**
- ✦ **Interviewing Skills**
- ✦ **Style Adherence**

Professional Experience

PAT HESTER WRITING SERVICES • REMOTE • 2020 – PRESENT

Contracted writer

Content Writer

Contributes to the marketing and communications efforts of Fortune 500 companies across tech, telecom, and retail industries. Develops high-impact content, sales enablement assets, and editorial support materials that improve brand consistency, enhance user experience, and increase operational efficiency. Collaborated with cross-functional teams and stakeholders to align messaging with business goals and brand guidelines.

- Created customer-facing content for major brands such as AT&T, Hallmark, T-Mobile, Cisco, Microsoft, and Google, tailoring messaging to specific platforms and audiences.
- Researched and wrote technical and marketing content, including blog posts, product descriptions, sales sheets, web copy, and help center documentation.
- Collaborated with internal stakeholders to develop content strategies and communication materials that supported marketing campaigns, sales initiatives, and product launches.
- Designed and delivered promotional collateral, including 1-pagers and presentation decks that streamlined sales efforts.
- Edited and proofread marketing and technical content to ensure alignment with brand voice, tone, and style guides, contributing to content consistency across departments.
- Conducted A/B testing of marketing content, refining messaging based on engagement and conversion rates.
- Created and implemented a tutorial and checklist system for Microsoft's content team, increasing workflow efficiency by 35% and unifying the editing process.
- Led content simplification and restructuring for Google Ads Help Center, improving accessibility for advertisers and reducing support requests.
- Interviewed subject matter experts and synthesized complex product information into easy-to-understand, action-oriented content for both technical and non-technical audiences.
- Managed multiple projects under tight deadlines, adapting to the standards of each client while ensuring timely delivery.

CISCO SYSTEMS • OVERLAND PARK, KS • 2016 – 2020

A global technology company that designs, manufactures, and sells equipment, software, & hardware

Content/Technical Writer

Supported the company by researching technical products and writing structured, customer-focused sales proposals. Leveraged communication strengths to effectively collaborate with stakeholders and SMEs and translate complex networking and software solutions into compelling content.

- Wrote detailed, customized sales proposals to introduce potential customers to Cisco's networking, security, cloud, IoT, and software solutions.
- Interviewed subject matter experts (SMEs) to accurately represent technical offerings in customer-facing materials.
- Conducted extensive product and solution research to ensure content accuracy and relevance.
- Surpassed quarterly proposal expectations by 70%, increasing output from 12 to 20 per quarter through improved workflows.
- Developed a tutorial for video testimonials, saving fellow writers 15-25% of production time.
- Created a tracking and proposal template system that streamlined the writing process and boosted team productivity.

SEGA, INC. • OVERLAND PARK, KS • 2013 – 2016

Engineering/consulting firm focused on power and energy projects

Proposal Manager

Responsible for managing the end-to-end proposal process, collaborating closely with cross-functional teams to respond to Requests for Proposals (RFPs) and drive business development efforts. In addition, played a pivotal role in redesigning the company's corporate website and maintaining an active online presence across multiple social media.

- Expanded user engagement of the firm's digital platforms and increased social media postings by 50%.
- Led the proposal writing and editing process for RFP responses, ensuring alignment with client requirements and company capabilities, resulting in successful project acquisitions.
- Co-managed the 2014 redesign of Sega's corporate website, utilizing WordPress to enhance user experience and improve the company's digital presence.
- Conducted in-depth industry research and authored articles for trade publications, newspapers, and journals, establishing the company as a thought leader in the engineering and consulting industry.
- Maintained up-to-date, accurate, and engaging content on the company's website to support marketing efforts, brand consistency, and audience engagement.

EARLY CAREER

AT&T • FREELANCE WRITER • 2014 – 2016

Contributed as a freelance writer for the company's Networking Exchange Blog, producing technical articles on emerging IT trends including security, mobile platforms, workforce collaboration, and the Internet of Things. Conducted in-depth research and managed all aspects of writing, editing, and revisions to ensure quality, informative content.

HALLMARK CARDS, INC. • TECHNICAL PLANNING SPECIALIST • 2009 – 2013

Collaborated with art and editorial directors to plan annual Season Cards displays, ensuring alignment between visual and written content. Researched and organized artwork and editorial copy and contributed original articles to the internal newsletter through interviews and in-depth research.

Education

B.S. – Journalism, Advertising • University of Kansas, William Allen White School of Journalism

Technology & Software

Adobe Creative Suite, MS Access, Quark X-Press, Lotus Notes, SharePoint, Smartsheet

Awards & Honors

R.H. Donnelley "Chairman Award" Winner

Earned highest company honors for contributions and accomplishments using the STAR model