

**Professional Overview .....**

Client-facing project, proposal, and engagement manager, business analyst, and writer/editor/designer/director with expertise in business development as well as functional and process definition and documentation. Critical thinker whose strengths include strategic planning, solution design and refinement, business process reengineering, and branding and promotion. More than 400 technical, educational, marketing, and contract-compliance document credits for print and web. Corporate (B2B and B2G) and non-profit experience

**Work History .....**

**KG** Owner / Operator, Karen Gomolka Editorial Services, Chicago, IL | September 1997 to Present

*Provide writing, editing, graphic design/layout, and strategic/creative direction to meet client communications needs. Create technical and consumer-oriented materials for print and web, including B2G proposals, trade and peer-review articles, continuing-education courses, advertisements, B2C websites and direct-mail pieces, white papers, educational workbooks, newsletters, corporate resumes, grants, and CVs*

- Authored/edited and designed four Centers for Disease Control and Prevention-funded educational guides and dozens of courses accredited for continuing education of health-care professionals
- Led the design and launch of two professional newsletters crafted to meet market needs while promoting their owners' brands
- Coordinated and represented local special-interest nonprofits on broadcast news shows (WGN, NBC-5), in radio interviews (WTMX), and in print interviews (*New York Times*)

**Walgreens** Senior Proposal Writer, Walgreens, Deerfield, IL | January 2017 to Present

*Prepare responses to requests for proposals and information from health plans, employer groups, and pharmaceutical manufacturers to support Walgreens Specialty Pharmacy business. Manage each proposal project assigned, including schedule, reviews, and production*

**ISG** Technical Writer (contract), IS-IT Security Compliance for Blue Cross Blue Shield, Innovative Systems Group, Chicago, IL | November 2016 to January 2017

*Discover and document processes for performing Windows administrative clean-up in an Active Directory environment*

**PALADIN** Senior Proposal Analyst (contract), Paladin, Chicago, IL | October 2016 to November 2016

*Full-time consultant to Salesforce. Support preparation of responses to public sector requests for proposals, information, and qualifications by drafting responses, crafting delivery schedules, and tracking Subject Matter Expert contributions*

**Ingenius Development** IT Project Manager, Ingenious Development, Inc., Tampa, FL | September 2015 to August 2016

*Full-time onsite consultant within AT&T's Information Security Division. Organized and led both customer and internal projects. Drafted and managed project plans and timelines. Facilitated internal and external communication*

- Led implementation of dynamic routing solutions, network architecture changes, and network throughput upgrades for a Fortune 100 company
- Managed institution of new internal security logging platform for PCI compliance
- Coordinated migration of customer sensors running Cisco's end-of-life Sourcefire 4.10 platform to FirePOWER 5.4

**UL** IT Client Engagement Manager / Project Specialist / Senior Technical Writer, UL (Underwriters Laboratories) LLC, Northbrook, IL | November 2013 to June 2015

*Managed internal and external customer relationships for key Fortune 500 customers. Served as informational bridge between core business units, engineering teams, and departmental leadership. Actively participated in Agile development processes*

- Designed product and functional specifications for a new Lifecycle Management Module for a F-100 drug store, resulting in a \$2.7M contract and development of a flexible, extensible whitebox application for UL
- Developed business cases/value propositions for \$500,000 in project funding from divisional leadership
- Designed an online specifications library for a global fast-food retailer's toy safety-testing program, capturing stakeholder feedback and gaining key product insights through user interviews and benchmarking
- Worked across multiple internal teams to communicate and manage program deliverables, key milestones, and project status
- Served as liaison between engineering and business teams, facilitating prioritization of product backlog and current roadmap
- Presented solutions to customers via technical proposals, oral presentations, and product demonstrations
- Developed training materials and toolkits for Sales/Business Development teams across multiple business units
- Delivered weekly project status and metric updates to senior leadership, identifying and reporting risks and mitigation strategies

**LEVEL-1** Technical Marketing Communications (contract), Level-1 Global Solutions, Chicago, IL | September 2012 to June 2013

*Drafted and designed case studies, personnel experience, capabilities overviews, company profiles, project summaries, and proposal content drafts for a minority-owned B2G technology infrastructure, security, AV, and unified communications subcontractor*

- Created a comprehensive (120-page) template-driven qualifications booklet to source business development collateral and proposals

**Applus<sup>®</sup> Technical Publications / Proposal Manager, Applus Technologies, Chicago, IL | April 2011 to May 2012**

*Project-managed creation of proposals and contract-required documentation for custom hardware and software, data management and reporting systems, and operational processes for client programs. Served as Capture Manager on designated submissions. Led proposal development and review meetings. Delivered executive updates. Supported global business development initiatives. Managed proposal teams, staff, and schedules*

- Earned the highest technical proposal score on a 243-page bid for the Wisconsin Motor Vehicle Inspection Program
- Created the pre-qualification document for the Republic of Ireland Road Safety Authority's tender for a new data management system
- Created and managed delivery of documents for the Ontario Ministry of the Environment's Modernized Drive Clean Services
- Oversaw production of contract-required specifications, manuals, plans, and policies for the Connecticut Vehicle Inspection Program
- Established a new proposal-preparation process to encourage joint solution development between the operations and technical teams
- Developed press releases, marketing materials, and articles for international meetings and publications

**Applus<sup>®</sup> Technical Proposal Writer (contract), Applus Technologies, Chicago, IL | May 2009 to March 2011**

*Reviewed requirements, interviewed Subject Matter Experts, and drafted complete, accurate, and compliant responses to government RFIs/RFPs on the company's engineering and data management solutions. Prepared IT and operational user guides for new company programs*

- Researched and prepared all IT and engineering components (copy and graphics) for proposals converting to \$120M in contracts
- Created comprehensive illustrated and narrative instructional guides that meld software usability instructions with hands-on operational procedures for the Applus Republic of Ireland vehicle inspection program

**Applus<sup>®</sup> Proposal Manager, Applus Technologies, Chicago, IL | October 2006 to July 2008**

*Project-managed the entire proposal process, from kickoff through delivery of final documents. Set style, tone, and voice of submissions. Assessed RFP and contract requirements and drafted technical proposal copy, handled document layout, and managed production. Edited Subject Matter Expert drafts for clarity, consistency, technical accuracy, and presentation of win themes. Managed staff and contract writers and graphic artists*

- Earned the highest overall technical proposal score on a 676-page proposal for the New Jersey Enhanced Motor Vehicle Inspection/Maintenance System
- Created technical sections that scored the highest among all bidders for the Massachusetts Enhanced Emission & Safety Test Program
- Wrote, edited, and managed the 60-page Bid Clarification and Best and Final Offer that won the company a \$77M contract for the Illinois Vehicle Emissions Testing Program
- Prepared the winning proposal for a handheld Road Test Results Processing system for New York State Department of Motor Vehicles
- Concurrently served as Technical Publications Manager for the Illinois Vehicle Emissions Testing Program Implementation (special project, January through May 2008)
  - Created the company's first set of System Requirements Specifications, addressing a newly developed host computer system, data management and communication protocols, quality assurance software, computer-based training systems, custom web-based reporting modules, and interagency data exchanges
  - Drafted, circulated for review, and updated more than a dozen dynamic documents (totaling 400+ pages) in less than four months to ensure hand-off of all contract-required documents before program start-up

** Copy Editor / Layout Artist (contract), American Dental Assistants Association, Chicago, IL | March 2005 to January 2006**

*Edited content prepared by Subject Matter Experts and performed page layout, design, and prepress functions on nearly a dozen continuing-education (CE) accredited courses for dental assistants*

- Authored (co-byline) *Guidelines for Infection Control in Dental Health-Care Settings*, a CE-accredited course for dental assistants
- Designed and developed the group's 2006 continuing education course catalog

** Editorial Manager / Publications Director (contract), OSAP Annapolis, MD | August 1997 to November 2004**

*Researched, wrote, and designed educational newsletters, workbooks, and guides for a dental infection control and safety nonprofit organization*

- Served as Managing Editor as well as ghostwriter and designer of *Infection Control In Practice*, Co-Editor and layout artist for *The OSAP Report*, Editor of the *OSAP Monthly Focus*, and Web Editor of OSAP.org
- Wrote, edited, designed, art directed, and supervised pre-press production of *From Policy to Practice: OSAP's Guide to the Guidelines*, a 170-page workbook funded by the Centers for Disease Control and Prevention
- Wrote and fully developed the internal pages of *If Saliva Were Red: How to Tell the Story*, an eight-page trainer's guide

** Contributing Author / Editor (contract), MEDEC Dental Communications, Northfield, IL | August 1999 to June 2002**

*Researched and wrote the monthly "Infection Control Report" for publication in the company's flagship publication, Dental Products Report*

**Karen Ortolano**

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karen@eyegarden.com

**ADA** Scientific Writer / Editor, American Dental Association, Chicago, IL | August 1997 to September 1999

*Drafted council and association policy and position statements. Edited scientific reports for publication in the association journal. Maintained liaison with members of academia, the dental research community, and allied government health-care agencies. Coordinated five-tier internal review of council and divisional documents*

- Co-authored “Dental Unit Waterlines: Approaching the Year 2000” (J Amer Dent Assoc 1999 Nov;130(11):1653)
- Authored the 1998 ADA Statement on Intraoral/Perioral Piercing

**Skills, Education, and Certifications** .....

University of Illinois at Urbana-Champaign Liberal Arts | 1984 to 1987

Organization for Safety and Asepsis Procedures OSAP Annual Dental Infection Control and Safety Symposia | 1992 to 2003

Illinois Department of Agriculture Approved Humane Investigator | 2009 to 2011

**Expert**

- Adobe Acrobat
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Publisher
- Quark Xpress

**Solid**

- Adobe Photoshop
- Microsoft Excel
- Microsoft Project
- Microsoft SharePoint
- Microsoft Visio

**Basic**

- Adobe Illustrator
- Adobe InDesign

**Community Involvement** .....

Illinois Animal Welfare Networkers Assn  
Associate Director, Canine Evaluation,  
Transfer Facilitation, and Networking  
2013 to Present

Friends of Chicago Animal Care and  
Control  
Organizer & Chair, “Senior Prom” charity event  
2011 and 2012

Young At Heart Pet Rescue  
Media Relations Director  
2008 to 2011

**Testimonials and Recommendations** .....

LinkedIn | [www.linkedin.com/in/karenortolano](http://www.linkedin.com/in/karenortolano)

Karen Gomolka Editorial Services | [www.eyegarden.com/testimonials.php](http://www.eyegarden.com/testimonials.php)

**Selected Writing Samples** .....

<b>Response: California RFI LCON07-0019</b> Applus Drivewatch™. Applus Technologies	<a href="http://www.eyegarden.com/CA2007RFI.pdf">www.eyegarden.com/CA2007RFI.pdf</a>
<b>Proposal (Executive Summary): New Jersey RFP 08-X-39078</b> Enhanced Motor Vehicle Inspection/Maintenance System Applus Technologies	<a href="http://eyegarden.com/NJ2007_ExecSum.pdf">http://eyegarden.com/NJ2007_ExecSum.pdf</a>
<b>Proposal: City of Memphis, Projects CM-STP-9409(94) &amp; CM-STP-9409(82)</b> Vehicle Inspection and Maintenance Equipment Applus Technologies	<a href="http://eyegarden.com/Memphis2008.pdf">http://eyegarden.com/Memphis2008.pdf</a>
* NOTE: Posted proposal samples contain no proprietary information and are in fact available by request to the receiving agencies via the Freedom of Information Act.	