

ROBERT IRWIN

**Creative Writer
Technical Author
E – Learning Developer
Web Designer
Writing Skills Trainer**

Career Profile: Communication | Creativity | Technology

As a creative writer

I specialise in transforming raw information into unique images that *sell the concept*. Since 1998, my creativity has kept pace with developments in ICT and Internet technologies.

As a leader and team member

I have shown the drive and enthusiasm to inspire the best in my professional colleagues.

As a manager

I have demonstrated the organisational ability to deal effectively with a variety of tasks and timelines, without losing sight of the goal: Get the job done and enjoy doing it.

The future

My objective is to develop new ways of using technology appropriately to improve the way we communicate, learn and do business.

I am pleased to endorse Bob as a highly competent writer who has shown his ability to assimilate complexities well outside his personal professional experience.

Philip Hanson, Principal
IBM Manufacturing Industries

Bob is creative and organised – a complete finisher and team player who relates at all levels... a pleasure to work with.

Professor David Little
School of Computing & Engineering
University of Huddersfield

Creative Writer and Web Designer

Freelance

- Since 1998. Writing and designing web sites for small organisations and business clients.
- Effectively interpreting the client's business values to create a textually concise and visually tailored Internet presence.
- Sample Portfolio: www.africanfabric.co.uk | www.inventorymatters.co.uk | www.fredarcher.co.uk

Writing Skills Trainer

Plain Words Ltd, Newbury

- Current freelance. Training business professionals to write and communicate clearly and effectively.
- Courses trained: Effective Business Writing; Business Report Writing, Copywriting.
- Go to: www.plainwords.co.uk

Project Manager

School of Computing and Engineering, University of Huddersfield

- 2005 - 6. Managed the West Yorkshire Manufacturing Excellence Club, a strategic networking and practical training initiative for industry.
- Wrote promotional literature and case studies; wrote funding bids; designed and edited website; organised, budgeted and managed events; audited and reported performance against targets in compliance with EU funding regime; maintained database.

Technical Author and E – Learning Developer

Engineering Development Centre, Liverpool John Moores University

- 2004 - 5. Technical author and e-learning developer of distance learning programme for industry.
- Subject areas: Digital Electronics; Embedded Systems Technology; Digital Logic and IC Technology.

Project Editor and Manager: ROME | Remote Operations Management Education

Institute of Operations Management | School of Computing & Engineering, University of Huddersfield

- 1998 - 2004. Creative technical writer and project manager of web and CD distance learning programme.
- Conceived and developed a *virtual factory* e-learning environment and ops management hand handbook.
- Commissioned and edited academic contributions of university staff and specialist consultants.
- Developed partnerships with businesses and learners to pilot, validate, launch and disseminate ROME as a commercial distance learning product leading to IOM Certificate in Operations Management (NVQ3).
- With senior academic and industrial partners, wrote successful funding bids meeting stringent EU project criteria.
- Go to: www.iomnet.org.uk

Author: Technical | Business

Writing for IBM and London Business School

- Edited Made In Europe 2: An Anglo-German Design Study – a joint IBM/LBS research report on competitiveness, 1996.

Writing for IBM and The Institute of Operations Management

- Co-wrote successful series of technical articles – *Who Murdered MRP?* for Control magazine, 1995.

Magazine Writer and Photographer

Twenty years freelance experience in magazine journalism: Published in national press, travel and in-flight magazines in the UK, Canada, USA and Australia.

Management Experience

Product Manager and Sales Consultant, African Travel Centre, London

- 1991 – 1994. Trained staff; negotiated commissions; represented company at trade exhibitions.

Expedition Leader in Africa and Middle East, Guerba Expeditions, Westbury and Nairobi

- 1986 – 1990. Led trans-Africa safari expeditions. Responsible for planning, operations and safety.

Education and Software Expertise

- Bachelor of Arts Degree (English and Political Science), University of Toronto, 1975.
- RSA Cambridge EFL/ESOL Certificate, 1994.
- MS Office, Dreamweaver and HTML, Photoshop, Fireworks, Acrobat, Pagemaker and Publisher DTP, MYSQL.

Activities

- Golf, hiking and cycling.
- Reading (politics, history, travel); photography and cookery.

Personal

Born: Edmonton, Canada. 20.06.52
Citizenship: Canadian/Irish (dual nationality)

Married.
Excellent Health. Non-smoker.

Contact

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