

# JON R. OSTERHOLM

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## GOAL

A position that engages my uniquely varied professional experience and skills in communication, management and media/publication production; enhanced by my knowledge and interest in business, aviation, creativeness and communication technology.

## CAREER SUMMARY

**Broad Experience** - Aviation business education, small business development, managing media operations, writing (technical, journalistic, marketing, and business), editing, creative production, illustration, Web (and raw HTML) design, sales support, civic and public relations

**Software Skills (Win and Mac) Include** - Microsoft Office Suite - Apple iWork - Illustrator - Photoshop - Quark XPress - Adobe InDesign - Acrobat Pro - Dreamweaver - Filemaker - Access - AutoCAD - Final Cut Pro (video)

## EXPERIENCE

### CURRENT WORK

#### **Technical Publications Editor - Piper Aircraft, Inc., Vero Beach, Fla., 2010:**

I research and write content, revise art and schematics, and produce technical publications for a general aviation manufacturer.

- I research, update and edit maintenance manuals for current and legacy (out-of-production) aircraft to meet FAA requirements
- Requires proficiency in Quark XPress, Photoshop, Acrobat, and Illustrator; knowledge of aviation technology

### PRIOR WORK (2009-1993)

#### **Technical Contractor - TAD PGS/Adecco Government Solutions, Winter Park, Fla., 2009:**

##### **Writer and Illustrator (Contract), for Piper Aircraft, Inc., Vero Beach, Fla.**

From a remote office, I edited and wrote content, edited art and schematics, and produced maintenance manual revisions.

- I updated the format, and produced complete revisions, of manuals for some out-of-production Piper models
- Required proficiency in Quark XPress, Word, Photoshop, and Illustrator; knowledge of aviation and its technology

#### **Professional Consultant - TAC Worldwide, Orlando, Fla., 2008:**

##### **Business Proposals Writer (Contract), at Smurfit-Stone Container Corporation, Orlando, Fla.**

As part of marketing staff, I worked with salespeople and engineers in the Automated Packaging Systems division. I created proposals (using Word and Excel) to sell company and vendor machinery for salespeople in the U.S., Canada and Mexico.

#### **Technical Contractor - TAD PGS/Adecco Government Solutions, Winter Park, Fla., 2005 to 2008:**

##### **Technical Writer/Engineering Support, at Indra Systems, Inc., Winter Park, Fla., 2007 to 2008**

I was contracted to do documentation for defense aerospace contracts; duties evolved to include various high-priority work.

- Required strong hands-on knowledge of Microsoft Office, Illustrator, Photoshop, AutoCAD, and Visio
- Involved in aerospace simulator documentation (MIL-STD), accelerating vendor responses, and an avionics test equipment project
- I was a member of the traffic and tolling proposals team (RFP and RFQ response), developing content and graphics

##### **Writer and Illustrator, at Piper Aircraft, Inc., Vero Beach, Fla., 2005 to 2006**

I was contracted to edit and write content, update page layouts and refine art and schematics for manuals.

- Researched, updated and edited text and graphics of maintenance manuals for aircraft models from the 1960s onward
- Earned 10% raise based upon results of complete revision of the manual for twin-engine trainer (PA-44-180 Seminole)

#### **Creative Services Specialist, FedEx Kinko's (now FedEx Office), Boca Raton, Fla., 2003 to 2004**

As a unique specialist at a top store (fifth highest revenue, 2004), I was consultant for document creation. Role involved advanced print and design production skills (Mac and PC), internal and external project management and interstore sales.

#### **Assistant Editor, Sun-Sentinel Society (Tribune Company), Ft. Lauderdale, Fla., 2003**

I produced two different weekly sections (Broward and Palm Beach counties) that promoted nonprofit organizations.

- Involved editing, writing and photography; page design, image correction and proofing; attending a variety of fund-raising events
- In regular contact with leaders of a broad list of nonprofit groups, local government and the Sun-Sentinel Company

**EXPERIENCE** *continued***Creative Development - City Paper, LLC, Nashville, Tenn., 2000 to 2002:****Advertising & Layout Editor, 2001 to 2002**

I was manager for *The City Paper* advertising creative and production, led planning of every edition (editorial and advertising).

- Developed and managed straightforward system for ad scheduling, ad design and issue planning; creative adviser for ad sales team
- Oversaw all ad production, quality assurance and file troubleshooting; primary copywriter and ad designer

**Design Editor, 2000 to 2001**

I led the creative and production development for *The City Paper*, a startup daily newspaper

- Meeting a tight launch date, initiated daily production while managing several designers and coordinating with all departments
- Software, special skills: Photoshop, XPress, Illustrator, troubleshooting; design of front, feature, national pages, classifieds, display ads

**Independent Contractor in Media Operations, Nashville, Tenn., 1997 to 2000:**

**Four Things at Once:** From 1997 to late 2000, I was involved in the launch of three companies and I worked for a sports magazine publisher. In 2000, I began work on a daily paper launch, *The City Paper* (which I then joined - see above).

**Consultant for Edge Communications/City Paper, LLC, 2000**

I was adviser to entrepreneur for the design, printing and production for a new daily newspaper. My broad experience in print and media helped assure a quick, successful launch; I joined *The City Paper* staff in late 2000.

**Designer and Editor for Sports Specialty Publications, 1999 to 2000**

I was a creative adviser, photo illustrator, page designer, prepress expert, and editor for the team magazines *Titans Exclusive*, and *Kats Klaw* and sports magazine *Nashville SportsWeekly*.

**Managing Editor for The Gazette of Goodlettsville, Goodlettsville, Tenn., 1998 to 2000**

I founded and managed a digitally produced, 8,000-count newspaper; second-year revenue rose 25 percent. I oversaw entire operation: business, advertising, relations, content, production, and distribution.

**Design Chief and Videographer for Warehouse Multimedia Studios, Goodlettsville, Tenn., 1997 to 2000**

I oversaw and produced print and broadcast audio/video projects for this total media studio startup. I helped launch and managed the print studio; was involved in nearly all video, Internet and audio projects in a variety of ways.

**Marketing Manager, Statewide Carpet Center, Goodlettsville, Tenn., 1996 to 1997**

I was part of sales and marketing team, primarily coordinated sales activity, provided customer service, and did quality control for product and installation. I edited, illustrated and redesigned all company marketing documents.

**Command Center Teammate, NEC (now HudsonYards), Nashville, Tenn., 1996**

I aided management in transition of assets after NEC (Nashville Electrographics Co.) acquired Capitol Engraving. I was adviser to NEC staff in migration from Scitex (an industry proprietary system) to Macs.

**Prepress Artist and Proofer, Capitol Engraving Company, Nashville, Tenn., 1995 to 1996**

Focused on accuracy of print products for clients including international magazines, major U.S. companies, and major book publishers. Essential skills included graphic design, image and color correction, checking film and sprinted proofs.

**Digital Systems Coordinator, Kinko's (now FedEx Office), Nashville, Tenn., 1994 to 1995**

I began as a desktop publishing expert. Duties evolved to digital systems expert: digital file creation and output, oversize color output, video conferencing, quality control, sales team and retail consulting. I trained clients on video conference system.

**Public Relations Writer, West Virginia School of Osteopathic Medicine, Lewisburg, W. Va., 1993 to 1994**

I wrote articles on school and state health initiatives, research and other topics for the school's publications and other purposes.

**Editor, Mountain Messenger, Lewisburg, W. Va., 1993**

I managed the editorial and design areas of this weekly newspaper; I was involved in all areas. I assigned and edited all content; wrote at least two articles per issue; advised ad sales; took photos; trained staff on improvement of page design aspects.

**EDUCATION****Embry-Riddle Aeronautical University (ERAU), Daytona Beach, FL --  
Bachelor of Science in Aviation Business Administration, May 1992**

- Student government Executive Board member (1991); active in a variety of student and university functions
- I was twice elected Editor-in-Chief of the *Avion* college newspaper; lifetime member of the Society for Collegiate Journalists
- I earned several awards; selection committee of arts magazine; wrote, produced and performed a dedication program