
Seasoned Technical & Marketing Communications Professional

Passionate about helping people, by nature, I am a process improvement specialist possessing a keen ability to identify opportunities and develop solutions that can improve quality, quantity, morale, sales, retention, and return on investment.

Recent Work Experience

Jul 2012 – Present

VP Product, Rank Ranger SaaS products, Apps and APIs, Internet Marketing Center Ltd, Israel

- **Software Development:** liaison between customers and developers, defining and refining the scope of work to ensure customer requirements are met.
- **Software QA & Usability:** creation of test scripts, supervision of quality assurance testing, and multi-lingual application localization.
- **Technical Writing:** creation of internal and end-user software application and process documentation, including online help and knowledge base for SaaS, mobile apps, and APIs.
- **Enterprise Contracts Administration:** NDAs, contract negotiations, financials, pre-sales engineering, and post-sales support and training
- **Customer Relationship Management:** training and supervision of tier 1, 2 and 3 technical support staff.
- **Marketing:** creation of marketing collateral including SEO website and blog content, advertising, conferences/trade shows, sales presentations, positioning and messaging, go-to market plans, market research/competitor analysis, and social networking.

Jul 2008 – Dec 2013

Technical & Marketing Communications Consultant, Improving World, International

- **Technical Communications:** technical writing, online help systems, end user documentation
- **Web Development:** creation and maintenance of websites, e-commerce sites, e-learning sites & blogs using HTML, CSS, PHP, WordPress, Drupal, Joomla, Magento, and Moodle.
- **Marketing Communications:** SEO content writing and editing, search engine marketing, social media marketing, PPC and banner advertising, ROI analytics reporting, PR/online reputation management, eBook copy editing and publishing, webinar management.
- **Clients:** CyberSem, Deco Media QSB Systems, DeGeer & Co., Dynasec easy2comply, Homeland Security Strategies (anti-virus division), Isralight-Machon Ohr, Israpay, JT Public Relations, Rabbi Nachman Kahana, Rabbi Stewart Weiss Kosher Tours, Orion Industries, Puah Institute, Shemesh Lock, Szajnbrum Law Firm, U.G.I. Telecom (Navoto), Voleh Organization

Nov 2004 – Jun 2008

Senior Technical Writer and Bank Officer, AmTrust Bank, Cleveland, OH

- Creation-to-publication cycle of documentation for financial processes and new software rollouts. Interview of subject matter experts, business process analysis, technical writing, indexing, flow charts, online help, user guides, tutorials and training materials. Established publishing standards, and was senior staff editor.
- Managed process and procedural changes necessary for smooth transition to 1099-Pro, FiServ Comprehensive Banking System (CBS), Oracle HRIS, SS&C LMS, Oracle Portal, and RoboHelp 7/Server7.

Additional Experience

2001 - 2004 **Webmaster & Online Marketer, Freelance**, Hermitage, TN
1999 - 2001 **Internet Content Editor, Deloitte & Touche**, Hermitage, TN
1995 - 1997 **Business Development Manager, Lexington Inc.**, Johnstown, NY
1990 - 1993 **Director, Administration & Corporate Secretary, Xsirius, Inc.**, Marina del Rey, CA

Training & Certifications

2008-2017 Continual education, examples: **PHP, Python Fundamentals, React Native, etc.**
2007 **Bankers Academy - Corporate Banking Compliance Certification**
2006 **International Webmasters Association - Web Business & Technologies Certifications**
1989 **Suffolk County Community College – Business Administration, focus on MRP I/II, Quality Products & Information Systems**

Technology Toolbox

Databases, OS, Protocols: Microsoft Windows, Linux, FTP, Access and MySQL databases

Development Languages, Tools & Platforms:

- ASP, CSS, HTML, JavaScript, PHP, XHTML, XML
- Code Writer, NotePad++, Postman, PyCharm, Visual Studio
- Drupal, Joomla, Magento, Moodle Learning Management System, React Native, WordPress

Graphics & Presentation: Adobe Photoshop, Camtasia Studio, Snagit, OBS Studio PowerPoint & Visio

Marketing, Advertising & Analytics:

- AWeber, Constant Contact, Facebook, Hootsuite, Instagram, LinkedIn, MailChimp, Pinterest, Twitter, YouTube
- Bing Ads, Facebook Business Manager/Ads, Google AdWords
- Ahrefs, Bing Webmaster Tools, DeepCrawl, Google Analytics, Search Console, Rank Ranger SEO

Office, Project & Scheduling Tools: Adobe Acrobat, Google Suite, Microsoft Office, Microsoft Project, Slack, Zapier, Calendly, vCita, YouCanBookMe

Technical Writing: Adobe RoboHelp, Help+Manual, MadCap Flare

Web Communications: Adobe Connect, Facebook Messenger, Google Hangout, GoToMeeting, Join.me, Skype, TeamViewer, WhatsApp, WebEx, Zoom

Reference Highlights from LinkedIn <https://www.linkedin.com/in/teresahessler>

Technical & Marketing Communications Consultant

"Teresa provides stellar professional service -- whether it is web design/tweaking, web and software consulting, writing, blogging, marketing or generalist organizational work -- Teresa provides it all, with integrity, and in a supremely customer-service oriented manner. I cannot recommend Teresa highly enough."

Catherine Kabi DeGeer, Founder & Director, De Geer & Co.

"Tehillah amazed me with the quality of the end-user technical product manual and quick start guide she created for our new and innovative communications system. She exceeded my expectations and I am happy to recommend her to anyone needing a technical writer."

Omri Navot, CEO at U.G.I Telecom LTD, Israel

"Teresa is able to see the big picture of a project, outline it, and execute with precision. Her support, ability to adapt to changes thrown her way, and good advice were vital to the project she was hired for. Therefore, I highly recommend Teresa, and will shortly be acquiring her talents again on additional projects."

Elan Jamil, Director of Internet Development, Homeland Security Strategies

Senior Technical Writer & Bank Officer, AmTrust Bank

"When choosing people for a project team, Teresa is a person that I would select every single time. She did a fantastic job in getting all of the procedures done for an extremely difficult project. She was very professional and diligent, completing them on time. It was a pleasure working with her since she took responsibility with little to no supervision. There were many "obstacles" that we faced on this project. She is definitely someone I will request for work on my future projects. Without her, we would not have been a success."

David Walter, Senior Systems Project Manager, AmTrust Bank

"I have worked with Teresa dozens of times on projects over the past several years, and her performance has been consistently outstanding. She is detail oriented; she always meets project deadlines, and takes time to reach back out to clients with suggestions to make what has been requested even better in the interest of delivering a high-quality product. If you are looking for a strong and capable resource to help manage your Intranet content, Teresa is someone you should definitely consider for the position."

Scott Maloney, AVP Strategy & Execution, AmTrust Bank

Additional Information

Dual citizenship: USA & Israel

English: mother tongue, **Hebrew:** very basic