



Alisa Bonsignore

Alisa@ClarifyingComplexIdeas.com

Overview

Award-winning communicator and collaborator leading organizations and individuals to strategically formulate their value in an era of transformational change. Clarifies complex ideas involving sustainability, technical innovation, clinical language; supports how teams navigate change. Uses critical thinking to uncover stakeholder needs and help clients build adaptability and resilience. Adept at developing omnichannel, enterprise-wise communications strategy.

Areas of Expertise

Industries: Sustainability/resilience; medical devices; pharmaceuticals/genomics; network security; cloud services; healthcare IT

Resources: Communications strategy; white papers; case studies; solution/technical briefs; datasheets; web content; branding/messaging analysis; policies and procedures; sales tools and training; sustainability communications; video/animation scripts; executive/internal communications

Work History

Clarifying Complex Ideas: Strategic Communications	2006-present
Society for Technical Communication: Board of Directors	2016-2020
Nelcor Puritan Bennett/Covidien: Communications	2005-2007
Juniper Networks: Content Strategy/Project Management	2004-2005
McAfee: Content Strategy/Product Marketing/Sales Training	2002-2004
myCIO.com (McAfee): Content Strategy	2001-2002
iMiner (data mining): Content Management, Taxonomy	2000-2001
Freelance: Web Content/Content Strategy	1998-2006
Chilton Publishing: Trade Publication Writing/Editing/Research	1995-1998

Mentoring and Training

I speak at conferences and workshops worldwide, educating independent contractors about small business and professional development, and introducing communicators to sustainability topics.

Speaking Engagements: Society for Technical Communication (STC); Technical Communication UK (TCUK); American Medical Writers Association (AMWA); LavaCon Conference on Content Strategy and TechComm Management; Maker Faire Bay Area; Creative Freelancer Conference (CFC); American Society of Journalists and Authors (ASJA); International Association of Business Communicators (IABC); STC Spectrum; Content Coachvising host

For Additional Information

Professional samples: <http://clarifyingcomplexideas.com>

Additional samples are available upon request.

Professional recommendations: <http://www.linkedin.com/in/alisabonsignore>