

# Ali N. Ferguson

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## Qualification Highlights

- Strategic and tactical communications professional
- Exceptional rhetorical analysis, collaboration, and organizational storytelling skills to produce captivating, persuasive content that aligns with business objectives
- Experience building new communications program from the ground up
- In-depth knowledge of internal and external organizational communication strategies, content development/writing, social media management, and editing
- Proven success working with internal stakeholders and external points of contact to create and deliver targeted organizational messaging through myriad outlets (e.g., press releases, newsletters, social media, print media, intranet, etc.)
- Master of Arts in Professional Communication (4.0 GPA) with an emphasis in technical writing and editing; Bachelor of Arts in English (3.9 GPA) with an emphasis in publishing and a minor in technical writing

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## Relevant Work Experience

### Post-Graduate Employment

#### Managing Director and Cofounder, i-Prose

01/2014–Present

- Provide investor relations, strategic communication and planning, and social media consulting services to public and private companies nationwide
- Cofounded the company and provide day-to-day administration, including website design and development, social media management, business development, marketing activities

#### Corporate Communications Manager, NCI Information Systems, Inc.

08/2013–12/2013

- Developed new communications department within the company and implemented a variety of new initiatives, including developing internal and external strategic communication plans, advocating the function to corporate stakeholders, inserting communication services corporate wide, launching company newsletter and intranet (SharePoint) site, creating and maintaining social media accounts, hosting town hall meetings, as well as developing and delivering training
- Served in a communications advisory role for senior leadership, providing speech writing, crisis communication advising, presentation development, media relations management, and general communications consulting
- Developed collaborative relationships with key personnel throughout the organization to maintain an understanding of business activities throughout the company
- Researched, wrote, and edited internal and external corporate communications, including the company newsletter, website content, social media content, internal employee communications, press releases, technical documentation/manuals, white papers, case stories, and other organizational materials, to promote activities and actions across all lines of business
- Developed communication plans and training to support the communication needs of various internal departments, including senior leadership, human resources, business development, marketing, operations, recruiting, community outreach, corporate initiatives, finance and accounting, and legal
- Managed the company's social media, including developing social media plans and target audience lists as well as creating/posting specialized content for Facebook, Twitter, and LinkedIn
- Handled various public relations activities, including managing relationships with external media contacts, distributing press releases, arranging media interviews for senior leadership, and coordinating community outreach initiatives
- Assisted in investor relations activities, including organizing earnings call logistics, assisting in script and press release writing, developing annual reports, and fulfilling investor requests for information
- Developed and managed vendor relationships for communications-related products and services

#### Technical Writer/Editor, NCI Information Systems, Inc.

04/2011–08/2013

- Edited company deliverables (e.g., proposals, technical manuals, marketing material, press releases) according to corporate style guide to ensure accuracy, proper grammar usage, consistency, clarity, and organization
- Worked with technical writers and subject-matter experts to revise technical content for proposal bids and rewrote as necessary
- Researched and verified technical content to ensure writers accurately and consistently conveyed precise information; queried writers when research revealed discrepancies
- Maintained and updated company's style guide and created custom style sheets for individual projects
- Wrote resumes for proposal bids, including analyzing request for proposals (RFP) requirements, formatting base resumes, interviewing candidates, and tailoring resumes to meet RFP requirements
- Created training and presented materials on writing fundamentals and resume-writing process
- Provided document production support, including printing, binding, packaging, etc.

**Professional Wordsmith/Owner, Purple Ink Editing****05/2007–Present**

- Founded a freelance editing business and maintain a client base of more than 50 academic and professional clients
- Edit and write a wide array of academic and business-related documents, including proposals (federal and private), books, theses, dissertations, websites, manuals, journal articles, and much more
- Collaborate with writers (including non-native English speakers) throughout the writing process to ensure information (technical and non-technical) is properly conveyed depending on specific audience needs
- Ensure proper grammar usage, consistency, clarity, style, and organization/structure and perform substantive rewrites when necessary to help writers create more rhetorically effective documents
- Perform basic desktop publishing services, including design and formatting
- Manage billing, taxes, marketing, and other business responsibilities

**Conversation and Education Philanthropy Coordinator, National Wildlife Federation****11/2010–04/2011**

- Edited government grants to ensure accuracy, proper grammar usage, consistency, clarity, and organization
- Processed grants from submission to acceptance, including working with internal departments to ensure compliance with grant standards and entering/tracking grants in NWF database
- Assisted with outside philanthropy program, including setting up small philanthropic events at companies in the area

**Lead Copy Editor, Spiro Institute for Entrepreneurial Leadership (Temp. Position)****06/2009–12/2009**

- Edited journal articles and established style guides for newly founded journals
- Edited interviews and journal articles for publication
- Designed and formatted journal covers and layout

**Graduate Employment****Graduate Assistant Editor, CoES Proposal Development and Project Management****05/2008–08/2009**

- Edited faculty members' research proposals (federal and private), journal articles, and other technical documents to correct mechanical errors, enhance rhetorical function, and adhere to strict style guidelines
- Maintained a record of proposals' acceptance after editing and assisted with award tracking

**Graduate Assistant Editor, The Joseph F. Sullivan Center****01/2008–05/2009**

- Wrote/edited various technical and non-technical documents to convey center's message, including manuals, marketing materials, journal articles, letters, and website content
- Designed and formatted marketing and informational documents
- Led a class of four undergraduate students in writing for medical journals

**Writing Tutor, Clemson University Writing Center****08/2007–05/2008**

- Helped students through one-on-one coaching to develop their writing, including essays, theses, dissertations, websites, presentations, and more

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**Education****Clemson University (GPA 4.0)****08/2009**

- Master of Arts in Professional Communication, Emphasis in Technical Editing and Writing
- Thesis: "The Rhetoric of the Comment Box: Editorial Queries as Arguments and Relationships in Engineering Proposal Editing" (published as a book—ISBN: 9783639240863)

**The Pennsylvania State University (GPA 3.94—Highest distinction)****05/2007**

- Bachelor of Arts in English, Emphasis in Publishing
- Minors in Technical Writing and German

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**Skills/Training****Software:** Microsoft Suite (advanced skills), Adobe Photoshop (basic skills), InDesign (basic skills)**Citation Styles:** Chicago, GPO, MLA, APA, AMA, and the ability to quickly learn corporate styles**Language:** German (proficient)**Training:** Advanced Word 2010

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