

# PATRICK HESTER

B.S. JOURNALISM &  
ADVERTISING



*"Pat is easy to work with and pro-actively cares for and carries out assigned tasks. We hired him to work on an intensive set of content rewrites which required Pat to edit and revise content according to specific guidelines. I'm very pleased with Pat's ability to carry out this project."*

-Former Manager,  
Google

*"Pat is a rigorous and meticulous worker. He has great attention to detail and can multitask."*

- Former Manager,  
Hallmark Cards

13581 Carter Road  
Overland Park, KS 66221  
T: (913) 220-6275  
[www.pathester.com](http://www.pathester.com)  
[phester19@gmail.com](mailto:phester19@gmail.com)

## SUMMARY

Award-winning, strategic **Writer/Editor** with experience in publishing, technology, advertising, telecommunications, engineering, and digital media. Highlights include:

- **Wrote promotional content for Cisco** sales proposals and collateral materials.
- **Wrote content to promote Microsoft Office applications** and services.
- **Wrote technical content for Google Merchant Center and Google Ads teams.**
- **Wrote articles for AT&T's Technology Blog.** These articles included topics such as IT Security, Mobile, Cloud Computing, and Workforce Collaboration.
- Managed the proposal process for Sega Engineering. **Researched, wrote, and edited proposal documents** for internal engineers.
- **Developed original content for Sega's social media platforms and wrote articles** for their industry publications.
- **Co-managed Sega's 2014 redesign of their corporate website.**
- A 2011 **Midwest Voices columnist** for *The Kansas City Star*.
- **Collaborated with several art directors** at Hallmark Cards to research editorial copy. Wrote articles for Hallmark Cards' Business Communications team.
- **Created content for over 5,000 pieces of sales collateral at R. H. Donnelley**
- **Increased efficiency of R. H. Donnelley national sales force by 20%**, with creation of ROBIN.
- **Wrote over 60 online articles for American Online/Digital Cities** profiling landmarks such as The American Jazz Museum and the Kansas City Zoo.

## CAREER DRIVER

To leverage the power of the written word to move prospective customers to action

## SPECIAL SKILLS

- **Creative Concepts** – Branding, content development, win-win partnerships
- **Project Management** – Optimizing people and financial resources to meet objectives
- **Expressive Clarity** – Writing/editing/publishing industry commentary, articles, etc.
- **Flexibility** – Work especially well under stress, comfortable with continual change
- **Desktop Publishing** – Create compelling marketing pieces under tight deadlines

## EMPLOYMENT HISTORY

**Cisco Systems**, Overland Park, KS  
Computer Software and Networking

### Content Editor (2022 – 2024)

- Create new content and refine existing text for Cisco.com website
- Edit and rewrite content for SMB and Services departments
- Collaborate with internal stakeholders and manage project deliverables
- Research information on Cisco products and services for inclusion on website
- Interview subject matter experts (SMEs) to gather information on technical products and solutions

# PATRICK HESTER

B.S. JOURNALISM &  
ADVERTISING



ENGINEERING & TECHNICAL SERVICES

*"Pat was rock solid -- I would often have him fill in to lead the team in my absence. When Pat was in charge, I never once had to worry about the business -- I knew Pat would take care of everything. He is the ultimate team player."*

- Sales Collateral Manager,  
R.H. Donnelley

*"I was impressed with the initiative Pat took on managing projects for my team. I was especially delighted in his strong writing skills. Pat is easy to work with and has a collaborative work style."*

- Chief Operations Officer,  
The Frank Agency

13581 Carter Road  
Overland Park, KS 66221  
T: (913) 220-6275  
[www.pathester.com](http://www.pathester.com)  
[phester19@gmail.com](mailto:phester19@gmail.com)

**Microsoft**, Overland Park, KS  
Computer Software and Cloud Services

## **Content Writer (2022 – 2022)**

- Wrote new customer-facing content to support and promote various Microsoft Office applications
- Researched internal and external information related to Microsoft Office premium features and templates
- Created and manage the components required to initiate new market experiments
- Peer-reviewed the work of other writers on the team and assign new tasks based on availability

**Google**, Overland Park, KS  
Internet Search, Software, and Cloud Computing

## **Content Writer (2021 – 2022)**

- Researched, wrote, and edited support content for Google Merchant Center and Google Ads teams
- Participated in editorial meetings and managed the approval process for all new and updated program content
- Revised and maintained Google help center information for internal and external audiences using content management systems
- Collaborated with project stakeholders on content direction and performed peer reviews for other writers

**PayPal, Inc.**, Overland Park, KS  
Online Payments and Mobile Commerce

## **Competitive Content Writer (2020 – 2021)**

- Wrote and edited new content for PayPal sales teams and prospects
- Researched information on PayPal products and services to create sales tools and PowerPoint slide decks
- Collaborated with internal subject matter experts (SMEs) and sales teams on new content creation
- Managed the review and approval process with stakeholders, Legal, and Compliance while promoting documents internally

**Cisco Systems**, Overland Park, KS  
Computer Software and Networking

## **Content/Technical Writer (2016 – 2020)**

- Wrote new content for inclusion on sales proposals and collateral materials
- Interviewed subject matter experts (SMEs) to gather information on technical products and solutions
- Researched information related to Cisco's Security architecture such as firewalls, routers, cloud security, IoT, software, network security, and switches
- Collaborated with internal sales teams and managed the approval process for all Security proposal templates

**AT&T**, Dallas, TX  
Telecommunications Corporation

## **Freelance Writer (2015 - 2016)**

- Wrote several articles featuring technical content for AT&T's Networking Exchange Blog, a resource for networking and IT trends
- Researched IT industry trends such as Security, Mobile Platforms, Workforce Collaboration and the Internet of Things
- Responsible for all proofing, editing, and revisions to submitted articles

---

# PATRICK HESTER

B.S. JOURNALISM &  
ADVERTISING

---



*"Pat worked directly with me at the KU Endowment Association. What I enjoyed most about working with him was his "can-do" attitude. He met project deadlines consistently and was always positive and willing to tackle any task assigned to him."*  
- Former Manager,  
KU Endowment Association

*"Pat is extremely thorough in the work that he does. He is disciplined in his approach to work, yet keeps a sense of humor when things are difficult."*  
- Former Supervisor,  
Cintas, Inc.

---

13581 Carter Road  
Overland Park, KS 66221  
T: (913) 220-6275  
[www.pathester.com](http://www.pathester.com)  
[Phester19@gmail.com](mailto:Phester19@gmail.com)

**Sega Inc.**, Overland Park, KS  
Engineering & Consulting  
**Proposal Manager (2013 – 2016)**

- Organized and managed proposal writing, editing, illustration and production efforts in response to requests for proposals (RFPs)
- Co-managed Sega's 2014 re-design of their corporate website using WordPress
- Researched, wrote, and edited industry-related articles for trade publications, newspapers, and journals
- Created, maintained, and updated content for company's website and social media platforms including Facebook, LinkedIn, and Twitter

**Hallmark Cards, Inc.**, Kansas City, MO  
Greeting Card Publisher

**Technical Planning Specialist (2010 – 2013)**

- Collaborated with internal art directors and editorial directors to plan annual Season Cards displays
- Organized and researched all appropriate artwork and editorial copy for inclusion on Season Cards promotional lines
- Researched, interviewed sources, and wrote articles for internal newsletter

## COMPUTER SKILLS

Proficient in MS Office (Word, Excel, PowerPoint), Adobe Creative Suite (Adobe Illustrator, InDesign, Photoshop, PageMaker), MS Access, Quark X-Press, Lotus Notes

## EDUCATION & TRAINING

**Bachelor of Science in Journalism: Advertising** – University of Kansas, William Allen White School of Journalism, Lawrence, KS

## AWARDS & HONORS

**R.H. Donnelley** "Chairman's Award" Winner (highest company honor) for contributions and specific accomplishments using the Situation, Task and Action, and Results (STAR) model

## RECENT PUBLICATIONS & WRITING SAMPLES

"The Importance of Fuel Diversity," *Air Pollution Control*, June, 2014

"Finding Top Engineering Talent A Tall Order For Sega Inc.," *Kansas City Business Journal*, February 14, 2014

"Boxed Out By Options," *Notions* E-Book, January, 2014

(For a complete list of writing samples, see <http://www.pathester.com>)

## COMMUNITY SERVICE

Big Brothers/Big Sisters of Greater Kansas City  
Raleigh Triangle Impact, Project Leader  
SPCA of Wake County, Volunteer  
Humane Society of Greater Kansas City, Volunteer