

*"I love writing and I find great satisfaction in getting the message across.
I most enjoy developing deep understanding of your business so I can add value through insight and inspiration: thinking smart to bridge the gap between you and your audience."*



Alec offers a unique mix of technical writing, tender writing, and bid management experience, built on engineering and marketing skills.

A fulltime professional writer since 2010, Alec has written hundreds of tenders and developed a wide range of business and technical documentation, from marketing brochures and website content, presentations and new business proposals to training documentation and user manuals.

As a contractor, Alec has gained valuable experience across a wide range industry sectors, including roading maintenance and construction, manufacturing and distribution, infrastructure, airports, IT, health, advertising and tourism.

Key Skills and Attributes

- **Excellent technical writer and bid writer**— adept at sourcing material by interview or research and turning it into readable, compelling content
- **Skilled project manager** – able to harness the inputs of multiple contributors, graphics and printing to produce first class bids
- **Highly adaptable team member** – able to quickly build understanding of his client's business, and not afraid to ask questions
- **Incisive interviewer** – applies his journalism background to uncover hidden value
- **Savvy website content developer** – understands the specialised form of web content and can adapt text to the medium
- **Proficient marketer** – brings an aptitude for marketing to recognising his clients' key differentiators and unique attributes, and a keen ability to put himself in the audience's shoes

Professional Summary

28 years business, technical writing, marketing, communications

Qualifications and Training

- BE Mining (Hons); additional papers in computer science, management, environment, marketing
- Information Mapping
- Business Development
- Buyer Behaviour
- IDG Management Institute
- Management Skills for New Managers

"Alec completed thorough and timely research to prepare content for each of the technical documents."

- Mahmood Nasir, National Asset Manager, Ravensdown New Zealand

Professional Experience

2010 -- 2019	Consultant/Senior Consultant – Plan A	Business and technical documentation including bid writing, bid management, user manuals, promotional brochures and booklets, awards submissions, presentations, annual reports and website content. <ul style="list-style-type: none">• Wrote the drivers' manual for a nationwide dangerous goods transport company• Developed new maintenance document checklists to support businesses maintenance strategies in a manufacturing firm• Wrote the user manual for a corporate energy use and greenhouse gas management tool• Delivered or participated in contract winning bids for dozens of organisations.• Wrote numerous awards submissions leading to awards successes• Led the bid that won a multi-million-dollar roads maintenance contract
2003 – 2010	Director – Vital Marketing	Produced and delivered marketing communications including advertising, promotions, public relations and internal communications for multiple companies of all sizes, mostly in the IT sector or IT related. Contracts included: proposal development for IBM; intranet merger roll-out comms; new product launch for Fonterra; internal communications for a pivotal technology change project for IAG Insurance.
1995 - 2003	Business Development and Marketing Manager – IDG	Promotion of IDG's stable of publications and events. Development of new lines of business, including Unlimited Magazine, Computerworld Excellence Awards
1993 - 1995	Marketing Communications Manager – Wang NZ	Responsible for all communications (internal and external) and event management
1991 - 1993	Journalist – IDG	Reporting and feature writing for Computerworld New Zealand and PC World New Zealand
1991	Technical support – IDG	Network and IT applications support

“Just had a browse through the award submission again and I think you have produced a superb document.”

– Construction sector company Managing Director