

# Jim Wilson

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<http://www.linkedin.com/in/jbwilson>

Dallas /Fort Worth Area  
682-217-4030 mobile

## Writer - Blogger - Wordsmith

Superb on-target, on-time writing from blogs to books to white papers  
Connect with a variety of audiences through thoughtful communication  
Translate complex topics into laymen's terms with logical explanations

Writing  
Blogging

Ghostwriting  
Business Writing

White Papers  
Infographics

## Freelance Writing

- Substantial expertise writing content that attracts visitors to websites, including blogs, eBooks, white papers, infographics, and case studies.
- Blog writing on nonprofit fundraising, home remodeling, real estate investing, journalism, job search, amateur radio, and optometry services. Superb expertise in communicating technical topics.
- Ghostwriting for eBooks and whitepapers on a broad range of topics: leadership and performance management, data journalism, selecting a home remodeler, choosing an optometrist, sales team enablement, and developing a workplace safety culture.
- Write career-focused blog posts on LinkedIn and the amateur radio blog at <https://www.k5nd.radio>
- Hubspot certified in SEO, Content Marketing, and Inbound Marketing.

## Education

MBA in Marketing and Finance  
MA in Management  
BASc in Electronics Engineering Technology

Dallas Baptist University, Dallas, TX  
Nazareth College, Kalamazoo, MI  
Siena Heights University, Adrian, MI

## Professional Experience

### **PathForeWord**, Dallas/Fort Worth Area

Custom writing service across a wide range of clients, subject matter, and audiences.

Owner — 2013 - present

- Freelance writing projects include ghostwriting blogs and eBooks on a variety of topics.
- Clients include marketing agencies, book publishers, manufacturers, consultants, and associations. Work with clients on Upwork.
- Book writing and publishing. The most recent title is Job Search Essentials 3.0, available on Amazon in Kindle and print formats.
- Communication consulting projects in correspondence management and executive administration support system and staffing for a large nonprofit client.

### **Boy Scouts of America**, Dallas/Fort Worth Area

National Headquarters with 2.7 million members, 1 million volunteer leaders, \$200 million total revenue.

Director Communication Services — 2011 - 2013 retired

- Responsible for producing all publications, print collateral, websites, videos, multimedia training. Includes Boy Scout Handbook, 130 merit badge pamphlets, [www.scouting.org](http://www.scouting.org), recruiting campaigns.
- Thirty staff members supported by contractors, freelancers, and offshore production.
- Produced 1,200 projects each year for 150 internal clients.
- Operating budget \$4 million, purchasing \$5 million in printing, roughly 50% of product output generated \$16 million in annual gross revenue from literature sales.

Director Media Services & Public Relations — 2008 - 2011

Director Custom Communication Division and Associate Publisher — 1992 - 2008

### **FlightSafety International**, Dallas/Fort Worth Area

World's leading aviation training organization: 3,000 courses, 1,600 instructors, 300 flight simulators.

General Manager, Instructional Systems Division — 1989 - 1992

- Responsible for all operations, marketing, and human resources in this \$5 million division.
- Directed 100 staff in three locations developing aviation training materials for 40 FlightSafety Learning Centers and government, military, and commercial contracts.
- Product development included computer-based training, instructor-led training, publications, and related training materials.