

Jim Wilson

Jim@PathForeWord.com
<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
Translate Complex Topics into Laymen's Terms

Writing
Blogging

Ghostwriting
Business Writing

White Papers
Infographics

Freelance Writing

- Broad experience and deep expertise in writing content that attracts website visitors: blog articles, books, white papers, infographics, and case studies.
- Adept research and thoughtful, conversational writing style simplify complex topics, ensuring readers quickly grasp the subject matter and respond to the call to action.
- Blog writing on freight agent operations, electronic cable manufacturing, real estate investing, insurance agent continuing education, nonprofit fundraising, home remodeling, job search, amateur radio, optometry services, and more.
- Ghostwriting for books and whitepapers on a broad range of topics: leadership and performance management, data journalism, selecting a home remodeler, choosing an optometrist, and developing a workplace safety culture.
- Write career-focused blog posts on LinkedIn and the amateur radio blog at www.k5nd.net
- Portfolio at www.k5nd.net/writing-portfolio/

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 books on a variety of topics.
- Clients include marketing agencies, book publishers, manufacturers, consultants, and associations. Work with clients directly and on the freelance marketplace Upwork.
- Communication consulting projects in correspondence management, executive administration support systems, and staffing for a large nonprofit client.
- Website at <https://k5nd.net/freelance-writing/>

Boy Scouts of America, Dallas/Fort Worth Area

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

Director, Communication Services — 2011 - 2013 retired

- Responsible for producing all publications, print collateral, websites, videos, and multimedia training. Includes Boy Scout Handbook, 130 merit badge pamphlets, www.scouting.org, and recruiting campaigns.
- Completed 1,200 projects each year for 150 internal clients.
- Thirty staff members supported by contractors, freelancers, and offshore production.
- Operating budget of \$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.