

## GEORGE COCHRANE

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## OBJECTIVES

To work with a company that matches my passion for technology, media and culture, playing to my creative and project management strengths. To thrive in a professional culture valuing innovation, dedication, and a little levity.

## EXPERIENCE

**Avid, Inc. (Daly City, CA)                      Technical Writer                      2008-present**

- › Developed and edited user manuals, educational materials and technical documents for print and web.
- › Created and managed documentation plans and schedules.
- › Generated illustrations, charts, and screenshots.
- › Worked closely with program management, product marketing and developers to refine PRDs, product features and feature execution.
- › Led an initiative to improve out-of-box-experience and the look and feel of our documents and templates.
- › Worked to craft and update company documentation tone and flow.
- › Worked extensively with: Adobe Framemaker, Illustrator, Acrobat and Photoshop, Microsoft Office Suite.

**Digidesign, Inc. (Daly City, CA)                      Product Specialist                      1999-2008**

- › Worked as a technical consultant to high-end audio/visual clients via phone and email.
- › Acted as main special orders account manager for the company's largest dealer network, creating and nurturing durable client and dealer relationships.
- › Managed large Filemaker, SAP and Sugar CRM databases.
- › Conceived & authored web-based FAQ documentation to address crucial client experience/usability issues.

**Personal Creative Work, Writing and Music Production                      1990-present**

- › Started, designed and maintained two special-interest blogs, one on creativity and tech, the other on cooking.
- › Developed expert-level knowledge in music production, engineering, and sound design.
- › Became a skilled multi-instrumentalist and composer.
- › Founded and led two record labels and a series of commercial recording studios.
- › Produced and released music in a variety of genres, owning many projects from inception to distribution.
- › Cultivated the ability to bring out the best in my colleagues and manage projects tightly but invisibly.
- › Was an early adopter and adapter of emerging technology facilitating live performance of electronic music.

## FURTHER SKILLS & KNOWLEDGE

- › **Expert in:** Digidesign Pro Tools, Ableton Live, plug-ins, signal processors, instruments, general studio infrastructure, audio/midi/computer systems integration, workflow optimization, bicycle maintenance, coffee development
- › **Proficient in:** Microsoft Office Suite, Framemaker, Adobe Creative Suite, WordPress, YouTube, Google Docs, OpenOffice, GIMP, Inkscape, clean, basic graphic design
- › **Some experience with:** Electronics repair and modification, HTML/CSS authoring, Avid Express DV, Apple Final Cut Pro and Logic Pro 8, MAX/MSP, PD

## EDUCATION

Cabrillo College (Aptos, CA) - 1993-1997

## LINKS

<http://www.georgecochrane.com>

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