

CV: Phil Appleby

Contact details

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Profile

Technical Editor with 29 years of experience in the computing industry. Strengths include:

- A strong understanding of what constitutes clear and consistent writing
- The ability to spot inconsistencies and ambiguities, and ensure that user instructions are easily understood and followed.

Additional skills include extensive experience of creating and presenting writing education modules, and long-term involvement in the development and maintenance of IBM's internal style and word usage guides.

Achievements

- Edited thousands of online topics for dozens of technical writers, for IBM software products such as CICS and MQSeries.
- Provided editing support for IBM development and marketing teams, to ensure that external publications were clear and consistent.
- Developed and presented numerous education modules for IBM writers, including:
 1. Introduction to technical writing
 2. IBM Style and word usage workshops
 3. Message-writing techniques
- Developed several education sessions as part of a Writing for non-writers initiative at IBM.
- Led the IBM Style and Word Usage Council for 10 years, ensuring that IBM's corporate guidelines reflected current industry usage, and responding to questions and suggestions relating to IBM Style.
- Wrote a series of Tip of the Week articles which were published on the IBM intranet, with links sent to a mailing list of some 750 subscribers.
- Maintained a Hursley Editor's website, with links to useful resources for the writing teams.
- Organised and chaired regular meetings of teamleaders within the IBM Hursley technical writing community.
- Worked with an IBM customer to develop a user guide for an internal system based on IBM software products.

Professional Experience

Enago: Crimson Interactive

Freelance Editor: January-May 2016

Edited academic articles and papers, mostly written in Japan and Korea. The editing work was done in MS Word.

IBM United Kingdom Ltd, Hursley

Technical Editor: 1995-2015

Provided writing advice and education to teams of writers at IBM's Hursley Software Development site. Also chaired the IBM Style and Word Usage Council, a team of editors from across IBM who maintain the IBM Style and Word Usage guidelines.

IBM United Kingdom Ltd, Warwick

Technical Writer and Editor: 1986-1994

Joined IBM as a technical writer, but began editing the work of other writers, and running in-house education sessions.

Unilever Computer Services Ltd, Watford

Computer Programmer: 1980-1985

Joined UCSL as a programmer, but left in 1985 with the intention of becoming a writer.

Education

BA in Economics (1980): Newcastle University

A levels in English, Mathematics, and Economics and Political Studies (1976):

Bootham School, York

Professional Development

In addition to developing writing skills, IBM training has included:

- Presentation skills
- Meeting facilitation
- Mentoring
- National Language Support (enablement and translation)

Professional Memberships

Member of the Society for Editors and Proofreaders

Additional Information

Writing and Editing experience

- Former editor of The Last Word, official newsletter of the Association of British Scrabble Players.
- Theatre correspondent for the Leamington Spa Courier, from 1992-1994.
- Collaborated with Gyles Brandreth on The Card Players Omnibus.
- Editor since 2003 of the Manor Times, the quarterly newsletter of Brokenhurst Manor Golf Club.

Interests and Achievements

- 1991 UK National Scrabble Champion, and seven times UK team member in World Scrabble Championship, 1993-2009.