

Gregory LeFever

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**MARKETING COMMUNICATIONS • BUSINESS WRITING & EDITING • FEATURE WRITING
• WEB SITES • PRESS RELEASES • TECHNICAL WRITING • CONSULTING**

Winner of several journalism and marketing writing awards. Strong business background. Ability to learn quickly. Excellent interviewing skills. Familiar with business, sales and marketing processes. Extensive high-tech experience across wide spectrum of products and industries. Student of history and its lessons.

EXPERIENCE

GREGORY LEFEVER WRITING & EDITING
Oregon City, Oregon
Owner

2002-Present

Freelance writing and editing specializing in business, marketing and technical writing as well as selected magazine writing, and communications consulting. Contributing Editor to *Early American Life* magazine.

WORDSMITH COMMUNICATIONS, INC.
Portland, Oregon
President and General Manager

1998-2002

Managed daily operation of \$2 million communications agency, including administrative functions and supervising eight fulltime employees, plus on-going business development. Managed selected client accounts. Agency revenues increased 60% between 1998 and 2000 with dramatic improvement in gross margins.

TEKTRONIX, INC.
Wilsonville, Oregon
Corporate Communications Manager

1994-1998

Managed key employee-communication vehicles and served as corporate webmaster coordinator for \$2 billion corporation. Edited and wrote comprehensive weekly employee newspaper for worldwide audience. Coordinated implementation of first Tektronix website then enhanced its content and functionality. Served as Corporate Identity/Brand Manager for four years, advising and enforcing brand compliance worldwide.

TEKTRONIX, INC. 1986-1994
Wilsonville and Beaverton, Oregon
Marketing Communications Manager

Managed marketing communications activities for two major divisions – Measurement and Visual Systems. Coordinated all advertising, public relations, literature and collateral for several key new-product introductions worldwide. Managed fiscal budgets of up to \$12 million and up to 14 staff members. Key contributor to multi-million-dollar corporate identify initiative to re-brand Tektronix worldwide.

ALPINE DATASYSTEMS, INC. 1977-1986
Portland, Oregon
Vice President and Director of Communications

Responsible for all marketing communications and technical manuals, from company start-up stage through growth to \$5 million. Developed all advertising, public relations, and sales collateral for three main product lines serving accountants, attorneys, and architects/engineers. Wrote 16 user manuals and managed technical documentation from 1977 to 1980. Served as one of four vice presidents 1984-86. Was instrumental in acclimating new owners when company was sold to European investors in 1982.

RUTLAND HERALD 1973-1977
Rutland, Vermont
Assistant Managing Editor
Vermont Press Bureau Reporter

Covered local and state government as member of Vermont Press Bureau 1973 to 1975, concentrating on investigative and environmental reporting. Named City Editor in 1975 and Assistant Managing Editor in 1976. Coordinated statewide coverage for up to 20 reporters, with responsibility for daily newsroom production. Also wrote Vermont-based articles for NEW YORK TIMES, NEWSWEEK magazine, and PHILADELPHIA INQUIRER.

ENQUIRER & NEWS 1971-1973
Battle Creek, Michigan
Special Assignment Reporter

Covered city government and won several newswriting awards for special-assignment work, including a Pulitzer Prize nomination and special commendation from the Michigan House of Representatives for investigative reporting on governmental abuses. Also won Associated Press awards for series on Old Order Amish and sub-standard housing, and a United Press International award for the housing series.

MARSHALL CHRONICLE 1968-1971
Marshall, Michigan
Editor

General assignment reporter and photographer, named as Editor in 1969 to become youngest editor of a daily newspaper in the state. Responsible for all daily editorial content and layout, and managed newsroom staff of three. Reported on local and county government, wrote editorials and weekly column. Circulation rose 10% in two years against stiff competition from larger dailies.

AFFILIATIONS & EDUCATION

BOARD OF DIRECTORS 1999-PRESENT
FIRST TECH CREDIT UNION
Beaverton, Oregon

BOARD OF DIRECTORS 1998-2002
WORDSMITH COMMUNICATIONS, INC.
Portland, Oregon

WESTERN MICHIGAN UNIVERSITY 1965-1969
Kalamazoo, Michigan
English major, Communications and Philosophy minors