

# SCOTT D. MEYERS

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## PROFILE:

Scott Meyers is an exceptionally motivated professional with an outstanding track record of providing high quality, relevant solutions to the market place in a timely manner. He possesses years of experience successfully bringing numerous projects to completion ranging in complexity and project development lifecycle. He also possesses superb problem solving skills in various areas.

## WORK HISTORY:

### **MARKETING PRODUCT MANAGER**

*APRESS, LTD. (JULY 2006 – CURRENT)*

*2855 TELEGRAPH AVENUE, SUITE 600, BERKELEY, CA 94705*

Provide all aspects of the PR and Marketing of books and services for specific series and topic areas. Selected duties include:

- Create marketing plans and materials for specific titles, series, and market segments.
- Stimulate market interest in products through various PR efforts including event sponsorships, exhibitions, and other direct consumer outreach.
- Assist national and international sales reps by providing timely information and coordinating various retail promotional activities (co-op, incentives and rebates).
- Initiate direct sales of products to large groups and organizations.
- Assist authors and editors in various ways to help market and promote their products.
- Provide technical experience and insight to marketing team.
- Work as point person for communications between marketing and editorial.

### **DEVELOPER / CONSULTANT**

*ROBERT HALF TECHNOLOGY*

*IU SCHOOL OF MEDICINE (MARCH 2006)*

Developed a customized RSS Feed and Podcast for the IU School of Medicine's *Sound Medicine* NPR radio show as well as troubleshooting and fixing some various database and PHP issues client was encountering.

### **SENIOR DEVELOPMENT EDITOR**

*PEARSON TECHNOLOGY GROUP (SEPTEMBER 1996 - MARCH 2006)*

*800 EAST 96TH STREET, INDIANAPOLIS, IN 46240*

Most recent responsibility was the development of professional level technical books. Job duties included:

- Research and evaluation of emerging technologies in Networking, Web development, Open Source and Mac OS X segments of computer publishing industry.
- Identifying and evaluating potential authors and contributors to relevant texts.
- Working one on one with authors through the planning and writing of the book to help improve overall marketability and quality of the content.
- Managing workflow of multiple simultaneous book projects from inception to completion with project length ranging from 3 to over 12 months.
- Effectively managing freelance contributors and authors throughout length of the project.
- Working well within a team environment, including dealing effectively with situations where goals of involved parties are often in conflict with each other.
- Creation, development and management of the "Developers Library" imprint.
- Creation and maintenance of series guidelines and style guides for various series covering a wide range of approaches and audience levels.

### **CONSULTANT, SALES CONSULTANT, APPLE SALES SPECIALIST**

*ELEK-TEK, INC. (OCTOBER 1995 - SEPTEMBER 1996)*

7710 EAST 96TH STREET, FISHERS, IN 46038

Provided various technology solutions and hardware to both retail and corporate customers. Additional responsibilities included working with customers and co-workers to provide specific Macintosh based solutions and support.

#### PUBLICATIONS & PRESENTATIONS:

**AUTHOR: *MAC OS X LEOPARD BEYOND THE MANUAL***  
*(ISBN-10: 1590598377) APRESS, DECEMBER 2007*

**AUTHOR: "CREATING A SIMPLE EXTENDABLE MODULE SYSTEM"**  
*PHPBUILDER.COM, DECEMBER 2004*

**AUTHOR, PRESENTER: "DOCUMENTING OPEN SOURCE: A GUIDE FOR REACHING YOUR AUDIENCE"**  
*APACHECON US, NOVEMBER 2004*

#### EDUCATION:

**INDIANA UNIVERSITY**  
Bachelor of General Studies  
English, Computer Technology (CPT), and Graphic Arts

**SSI / PMI**  
Core Project Management: PMP #CPM001, June 2005

#### SKILLS:

##### **BUSINESS SKILLS:**

- Project Management
- Problem Solving
- Intrapersonal Communication
- Public Speaking
- Technical, Professional, and Creative Writing

##### **COMPUTER APPLICATION SKILLS:**

- Microsoft Office (including Word, Excel, Power Point, Outlook)
- Adobe Creative Suite (including Photoshop, Illustrator, Dreamweaver, Flash)
- Numerous other applications on various platforms.

##### **ADVANCED COMPUTER OPERATING SYSTEM EXPERIENCE:**

- Microsoft Windows 9x & NT/2000/XP
- Mac OS (Classic and OS X)
- Linux (including Red Hat Enterprise, Fedora, SUSE, Ubuntu, Slackware)
- Unix (Solaris, AIX, FreeBSD, OpenBSD)

##### **WEB DEVELOPMENT SKILLS:**

- Design (HTML/XHTML/XML/CSS)
- Scripting (JavaScript, PHP, CGI (Perl, Python, Ruby))
- Web Services (XML-RPC, RSS)
- Database Development and Admin (MySQL, PostgreSQL, SQLite)

#### ASSOCIATIONS AND OTHER EXPERIENCES:

- Apple Developers Connection (Select Member)
- Beta Tester for Microsoft (Office 2000, Windows Me, Windows XP, Windows Media Center, Windows Update)
- Beta Tester for Adobe (Photoshop, Illustrator)
- Free-Lance Web Design And Programming (On Going)