

Gary D. Robson

Content Creator / Senior Technical Writer

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📍 Red Lodge, Montana
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SUMMARY

Multifaceted content creator with decades of experience in technical and science writing, video & sound editing, copywriting, editing, marketing, teaching, and public speaking.

PROFESSIONAL EXPERIENCE

Yellowstone Wildlife Sanctuary — Executive Director 2018-Present

- Created website, including graphics, forms, and 90% of content
- Developed branding, style guide, fact sheets, and other collaterals
- Achieved accreditation with American Sanctuary Association
- Wrote/collaborated on grant applications that brought in over \$500,000
- Created, hosted, and produced 41 episodes of nature podcast

Red Lodge Books & Tea / Phoenix Pearl Tea — Owner 2001-2022

- Quadrupled size of store and managed it for 16 years
- Created branding (logos, colors, taglines, product names, signage...)
- Hosted short weekly radio broadcast, *This Week in Books* on KMXE-FM
- Built commerce website that accounted for 30% of total sales within 2 years

Red Lodge Local Rag — Publisher & Editor-in-Chief 2007-2015

- Edited, designed, and created content for newspaper with 4000+ circulation
- Supervised printing, distribution, and ad sales
- Transitioned to online model and built news & community website

Cisco Systems — Curriculum Development Specialist 2000-2001

- Developed training program for tech support staff ahead of schedule

WordWave / VITAC — Chief Technology Strategist 1998-2000

- Designed, coded, and implemented television accessibility software
- Designed & built three websites and created 75% of content
- Represented the company on national standards committees

Cheetah Systems — Co-founder & Vice President 1987-1998

- Built market share of realtime broadcast captioning software to over 60%
- Designed software products and managed 7 programmers & analysts
- Wrote five software manuals and oversaw them through multiple revisions
- Created brochures, ads, videos, white papers, help files, and product specs
- Presented over 100 training seminars and trained over 20 trainers

Freelance

- Wrote hundreds of articles for dozens of magazines & newspapers
- Wrote six entries for two encyclopedias, including *World Book*
- Worked with a diverse team to re-brand the City of Red Lodge
- Contributing Editor (2 magazines), Editor-in-Chief (1 newspaper, 1 website), Columnist (2 magazines), Member of Editorial Board (1 magazine)

PUBLICATION CREDITS

- 29 books, 650,000+ copies sold
- 7 technical manuals
- 300+ articles
- 41 podcast episodes

For creative portfolio, visit

[GaryDRobson.com/samples](https://www.garydrobson.com/samples)

SKILLS & TOOLS

Content Creation



Design & Layout



Presentation



Collaboration



Analysis



SOFTWARE ENGINEERING

- Taught courses in Basic & APL
- Wrote production code in Python, C, Perl, Pascal, Javascript, PL/1, C, Delphi, PHP, HTML, CSS, and MySQL
- Familiar with Swift, Fortran, Java, C++, and other languages

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TEACHING AND PUBLIC SPEAKING

Classroom Teaching

- Rocky Mountain College, Billings MT — *Enterprise Programming*
- West Valley College, Saratoga CA — *Computer-Aided Transcription*
- West Valley College, Saratoga CA — *Advanced Computer-Aided Transcription*
- De Anza College, Cupertino CA — *Advanced HP 2000 Access Programming*
- U.C. Berkeley, Berkeley CA — *Guest Lecture on Technology and Accessibility*

TED Talk

- TEDxBozeman — *Does Closed Captioning Still Serve Deaf People?*

Other Lectures, Presentations, and Panels (partial list)

- **Closed Captioning:** U.S. Dept of Education, International Conference on Consumer Electronics, International Television Association, International Conference on Consumer Electronics, Telecommunications for the Deaf, California Association for the Deaf
- **Writing:** Northwest College, MT Festival of the Book, High Plains Book Awards
- **Technology & Data Analysis:** Red Lodge Fire Rescue, Carbon County Commissioners, Red Lodge Area Community Foundation
- **Microelectronics:** NEPCON, MICAD (Paris), ADEE, ICCAD
- **Court Reporting:** National (10 seminars) and 16 regional associations
- **Other Audiences:** Montana Co-op Development Center, Library Journal, Red Lodge Adult Education, Grizzly & Wolf Discovery Center, Beartooth Nature Center, Western National Parks Association, Red Lodge Festival of Nations, Carbon County Historical Society, various K12 schools

VOLUNTEER & NON-PROFIT

- **Yellowstone Wildlife Sanctuary:** Board Member (2 terms)
- **Red Lodge Area Chamber of Commerce:** Board & Committee Member
- **Red Lodge Convention & Visitors Bureau:** Branding Committee
- **Beartooth Elks Lodge #534:** Exalted Ruler (3 terms), Trustee Chair
- **Red Lodge Festival of Nations:** Board Member (12 years), President (2 terms)
- **City of Red Lodge:** Resort Tax Review Committee, Police Chief Hiring Committee, Community Development Director Hiring Committee
- **Fremont (CA) Chamber of Commerce:** Board & Committee Member (6 years)
- **Mountains & Plains Independent Booksellers Association:** Advisory Council
- **Electronic Industries Alliance:** EIA R4.3 WG Subcommittee Chair
- **Society of Children's Book Writers & Illustrators:** Member since 2006
- **American Booksellers Association:** Member 2001-2017

EDUCATION

- De Anza College 1976-1978, 77 credits completed
- CA teaching credential 342745 in Computer and Related Technologies, Aug 1987
- San Diego Zoo Wildlife Alliance Academy 2018-2022, nine wildlife courses
- Current certification in First Aid, Adult CPR, Child CPR

AWARDS/ACHIEVEMENTS

- **California Teaching Credential #342745** in Computer and Related Technologies (now expired)
- **U.S. Patent 7,360,234** for selective filtering of television content
- **U.S. Patent 8,245,252** for selective replacement of television content
- **Moonbeam Award** silver medalist in Animal-Related Non-Fiction Books
- **High Plains Book Award** finalist for Best Children's Book
- **Andrew Saks Engineering Award** from TDI for "outstanding contributions to accessibility for deaf and hard-of-hearing people"
- **International Association of Business Communicators** Silver Award of Merit for long-form product video
- Chaired **CEMA/EIA R4.3 WG1**, the national standards subcommittee that created EIA-708, the U.S. digital closed captioning standard
- Profiled in the Aug 2, 1993 issue of *Forbes Magazine* by Joseph R. Garber