



October Meeting

Content Strategy for TechCom and MarCom: How a tech writer can navigate both fields

Date/Time: Date(s) - 10/13/2015, 5:30 pm - 8:30 pm

Location

[Elijah's Deli and Restaurant](#), 7061 Clairmont Mesa Blvd, #213, San Diego, CA
(Behind Soup Plantation)

Join the San Diego chapter of the Society for Technical Communication on Tuesday, October 13, when Eric Fairbanks shares his tools and best practices for working with content in both marketing and technical publications. He will discuss:

- Content Strategy
- Workflow
- SEO
- Measurement and Success Metrics
- Copyediting and Editing

Eric will also discuss how he works with technical writers and technical content.

About the Speaker

Eric Fairbanks has been an editor and copywriter for more than 25 years. His specialties include Marketing Communications, SEO Writing, Blogging, Radio and Audio/Visual Scripts, Web Content, Press Releases, Product Reviews, Interviews, Email Campaigns, Google Adwords Campaigns, and more.

Eric is currently the Director of Content and Brand at Malwarebytes. He's done work for various media and technology companies including DivX, ESET, Ziff Davis Media, Intel, Nokia, Envision Media, Smashing Designs, Morris! Communications, San Diego NetScreen, and many others across industries.

