

# MONIKA BUSTAMANTE

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## SUMMARY OF QUALIFICATIONS

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- Creative and energetic thinker, writer, editor, and project manager with a wide array of experiences, currently seeking new ways to delight and be delighted. I handle both technical and imaginative content skillfully, I work well with others and alone, I parse information quickly and accurately, and I truly enjoy both pioneering and durable processes. As a team member, a manager, and an individual contributor, I help people and organizations succeed—references/samples upon request.
- Languages & Protocols: CMOS, AMA, AP, Windows/Microsoft Office Suite/Teams, Apple iOS, Smartsheet, Basecamp, Workamajig, Trello, Agile, ITIL®, QuickBooks Pro, JIRA, QuickBase, Adobe Acrobat, and XML.

## SELECT HISTORY OF EMPLOYMENT

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|-----------|---|------------|
| 2013–Now  | <b>BMC Software</b>   | Austin, TX |
|           | <i>Senior Manager, Content Strategy and Creative Services, Corporate Marketing</i>  |            |
|           | As chief writer for Creative Services and now content strategist for Strategic Marketing, I lead copy direction for everything from sales collateral to solution sheets, from ad copy to corporate communications, and from customer videos to executive memos. Managing a team of up to seven writers (FT and contract), I program and project managed multiple initiatives while generating consistently powerful material through the company's most successful quarter to date. I maintained impeccable standards for quality production during privatization and record turnover, including comprehensive site redesign, style guide updates, new employee messaging training, and initiatives to re-concept the company and its products. Role includes direct communication with AVP and VP-level executives, including ads, blogs, corporate messaging, events, and more. |            |
| 2004–2013 | <b>Enspire Learning</b>   | Austin, TX |
|           | <i>Director of Quality Assurance/Director of Product Integrity</i>  |            |
|           | Established full-time content and UX review group at leading e-learning courseware provider. Regularly collaborated in the concepting of client deliverables and the design of protocols for ensuring accuracy, integrity, and effectiveness of e-learning courses. Duties included review of all aspects of content and user experience, from copyedits of marketing publications, sales RFPs, and course scripts to comprehensive testing of Flash-implemented and HTML e-learning modules and simulations, including content, multimedia, and technology elements. Position required outstanding authorship and editorial abilities, fastidiousness, and high-touch sensitive communication skills with clients and co-workers. Designed company-wide style guide and template for client style guides. Repeatedly rewarded for outstanding client satisfaction.               |            |
| 2004–2005 | <b>Hotel San Jose</b>   | Austin, TX |
|           | <i>Buyer/Client Experience Manager</i>  |            |
|           | Maintained the aesthetic vision of Austin's award-winning, meticulously designed-and-styled boutique hotel. Responsible for all purchasing, budgeting, and inventory as well as special design projects. Assisted in opening the Thunderbird hotel in Marfa, Texas. Reported to owner Liz Lambert.  |            |

- 2000–Now      **(Multiple Clients)**      Anywhere  
*Quality Assurant/Copy Writer & Editor*  
 Head various writing and review projects as independent contractor, including: e-learning course review, grant writing and application processing for several arts organizations, script drafting for animation company, resume and cover letter design, and copy proofing and editing for creative and technical manuscripts and other formats. Projects include compliance e-learning for reciprocal insurers, bios and press kits for musicians and performers, site launch of Whole Foods Market University, off-the-shelf marketing tool for an Austin-based advertising firm, CME training modules for nurses and practitioners, and more.
- 1997–2000      **Simpler-Webb, Incorporated**      Austin, TX  
*Office Manager/Marketing Assistant/Technical Writer*  
 First hire for local systems integration company specializing in the credit union industry. Company grew from three employees to fifteen during employment, has since partnered with Heit, and has now been acquired by CSI at profit. Assisted in product development, technical copy writing, customer relations, account/file management, basic bookkeeping, project planning, and travel arrangements.

## EDUCATION

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- 2000–2003      The University of Texas at Austin      Master of Fine Arts, Writing – Michener Fellow  
 1991–1996      The University of Texas at Austin      Bachelor of Arts, English/Radio-Television Film

## STILL HERE? HERE’S EVEN MORE.

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### Select Publications, Performances, Awards, and Memberships

- BMC Helix Award for Outstanding Contributions in Corporate Marketing, 2015 and 2017
- The “Never Loses Her S\*\*\* Even When the S\*\*\* Hits the Fan” award – BMC CMO-initiated recognition for project management and process skills, 2017
- *Thirst: A Spell for Christabel* – commissioned play based on the poem by Samuel Coleridge, performed at HERE, NYC  
[New York Times feature](#)  
[New York Times review](#)
- [One Day When We Are Young: Mineral at 25](#) – copy editor for insert booklet/biography
- Scriptworks Austin – founding member of playwright organization focused on developing new voices for the American theater
- Voiceover Performance – multiple gigs, including commercial ads and [anime translations](#)
- Film Performance – multiple roles, including acclaimed independent film [Gretchen](#)
- “...could credibly lead armies and rouse nations” as Marc Antony in [Julius Caesar for Austin Shakespeare Festival](#)