



## Tom Bentley, Sample Portfolio

Click on the links below to see a sampling of various pieces of marketing collateral and technical documentation; many more examples (including print) available on request. I also have numerous examples of feature articles I've written for magazines and newspapers, in the Freelance section on [my site](#).

I haven't included the many examples of long technical documentation (user manuals, quick-start guides, online help) that I've written; available on request.

Let me help give your words influence and impact (and I'll bet we can have fun in the process)!

### CONTENTS

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<a href="#">Web Content</a> .....	page 2
<a href="#">Direct Email</a> .....	page 3
<a href="#">Press Release</a> .....	page 4
<a href="#">Case Study/Success Story</a> .....	page 5
<a href="#">Sales Brochure</a> .....	page 6
<a href="#">Direct Mail</a> .....	page 7
<a href="#">Print Ad</a> .....	page 8
<a href="#">Data Sheet</a> .....	page 8
<a href="#">Newsletter</a> .....	page 10
<a href="#">Knowledge Base Article</a> .....	page 11

**Web Content** — Here's the home page for Beglobe, a telecommunications software company. I wrote all of their site content, as I've done for a number of websites.

English عربي

Home Products Clients Partners About Us News Contact Us Search

.....

**right spot right time**

Authentic, real-time communications that connect you with your customers and partners are critical. The mobile phone is now the personal center of operations from which to alert, persuade and keep your customers informed and engaged. At **beglobe**, we've developed mobile phone technology so advanced that it almost thinks for you.

Whether you are a telecom operator or a company seeking to maximize customer contacts and response in a simple but sophisticated way, **beglobe** products will enrich and expand your customer response and your customer base. Telecom subscribers will be more engaged, responsive and loyal to your offerings.

Please tour our site and see how **beglobe's** patented technology takes customer communications to unprecedented levels.

[Read More](#)

**CONTACT US**

Calling telecom operators, media representatives and brands... Together, we can use our innovative products to move

[Read More](#)

**research & statistics**

**partners**

**applications**

**bespot**

- Alerts
- Special Deals
- Advertising

Quick Links

**Direct Email** (first page) for Earth, Sea and Sky Vacations. I wrote, produced and emailed a couple of these every week for over a year.



## Righteous Romance at the RIU

beach horseback • sunset jazz cruise • rental car  
3-night all-inclusive starting at \$353 per person!

### Sweet Nothings Are Best Whispered in Lovely Los Cabos!

#### QUICK LINKS

[RIU SANTA FE](#)

[RIU PALACE CABO SAN LUCAS](#)

[ENTER TO WIN 3 NIGHTS  
FREE IN CABO SAN LUCAS](#)

[GREAT DEALS FROM ESSY](#)

[HEADLINE NEWS!](#)

[ABOUT ESSY](#)

[IN-VILLA SERVICES](#)

[VIDEO GALLERY](#)

#### Romantic Escapades Are the Order of the Day (and Night) at the RIU

Dear Los Cabos Traveler: There's something about the warm air, the sparkling ocean and the gracious living in Los Cabos: they all lend themselves to relaxation and good feelings, particularly for sweethearts. In that spirit, the [Riu Santa Fe](#) and the [Riu Palace Cabo San Lucas](#) have a sweetheart deal for you: 3 nights in one of their welcoming, deluxe resorts, a couple's horseback ride, a romantic wine and jazz tour on warm Baja waters, and a three-day car rental to boot. Lovers love a deal: we advise you to **BOOK NOW!**

#### Handsome Horses and Waves of Jazz

This great romance package includes a one-hour beachfront

**Press Release** for Ksara winery in Lebanon. I've written many press releases for a variety of businesses. I've also produced full press kits.

# RAGMAG

Register for our newsletter

## CHÂTEAU KSARA'S STORYTELLING MAKES NEIGHBORS INTO FRIENDS



Château Ksara took its tagline—"Each bottle tells a story"—to a convivial new level on September 28, organizing its first "Meet Your Neighbor" event. Held in the gardens of Sofil Center in Achrafieh, the gathering was prompted by the fine Lebanese winemaker's knowledge that many of the Center's employees had worked together for years, but hadn't had many chances to socialize and share their stories. The stage was set just days before the event, when employees at Sofil noticed signs and posters in the elevators and in the Center's common areas that had prompts such as, "A movie buff could be standing next to you," and "Did you know that ten of your neighbors are fond of dabke?" The questions were

accompanied by an invitation to gather around a glass of Château Ksara—and the "stealth" campaign was a tremendous success. More than 400 employees of the Center's 23 companies converged in a lively atmosphere of music, laughter and the drinking of good wine. Coasters were distributed to the guests, encouraging them to write commemorative messages and exchange contact information. Discussions, laughter and storytelling lit up the evening.

"Our brand image is about the concept of gathering people," said Mrs. Rania Chammas, communication and PR manager at Château Ksara. "We aspire to capture memorable experiences of our lives, often happening over a glass of wine. The gathering today was a clear example."

The success of the Sofil Center event is just the beginning—Château Ksara recognizes that exchanging moments of shared conviviality around a glass of wine is a priceless joy. They are planning to expand the Share Your Stories events to all of Lebanon. Look for the next one in your area!

24th October 2011 in [New + Now](#)



Add a comment...

**Case Study** for Resumix enterprise HR software. I wrote lots of these (inclusive of interviews).

C U S T O M E R F O C U S



## Resumix Taps Rich Human Resources Wells for Chevron



### Client Resume

#### Type of Business

Exploration, production, refining  
& retailing of petroleum products

#### Number of Employees

34,000 worldwide

#### Company Headquarters

San Francisco, California

#### Average Number of Resumes Processed Annually

20,000+ (U.S. only)

Chevron is one of the world's largest integrated petroleum companies. Key to their growth and success is their college **recruiting** program, integral to the selection of inexperienced graduates for eventual managerial and executive **positions**. Until recently, this program was reliant upon paper-based input into a main-frame **system**. The company not only needed to move forward to the new **technology** of the PC environment but also needed a powerful staffing-software system to move along with it. **Resumix** provided that solution.

**Background** Chevron's incredible growth requires intelligent, capable personnel at the highest levels. College recruiting populates this management-development pipeline, but Chevron's candidate recruiting process was predicated on a laborious system of manual, paper-based input into a lumbering mainframe system. That system—and those recruiting procedures—were ripe for change.

**Challenge** Chevron's old college-recruiting process was slow and inefficient, while recruiting process speed has become paramount. Chevron needed full-strength staffing software to meet their college recruiting needs.

**Solution** In Chevron's ideal scenario, an electronic form could be emailed from field recruiters to the company's recruiting headquarters and immediately uploaded into a database. Position searches and matches could be done in a blink, and in turn, sent to relevant hiring managers all over the country. Resumix® software has lived up to that ideal—and surpassed it.

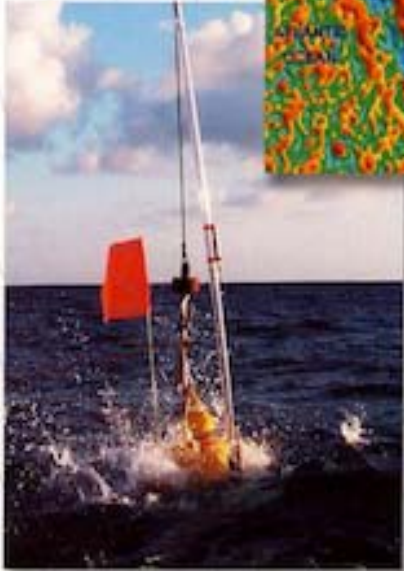
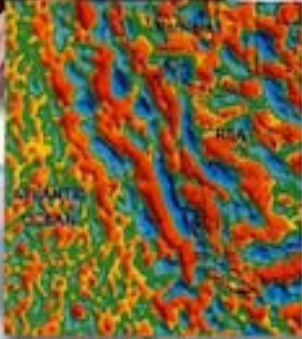
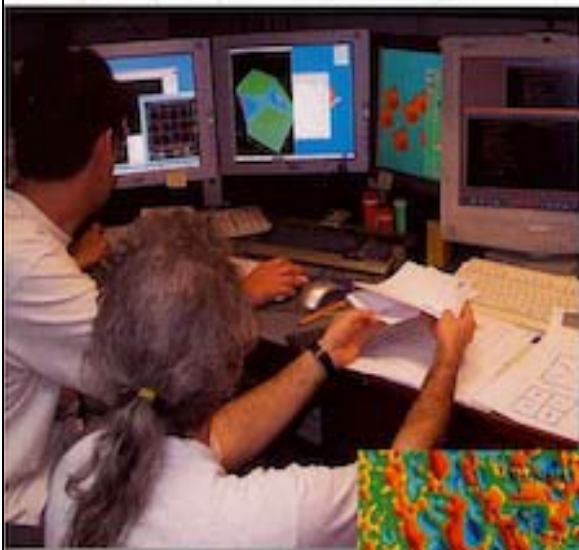
**Results** The implementation of the Resumix system has sharply cut the cycle time from producing the candidate records to transferring them to hiring managers. The file is input once and resides on the Chevron server. With help from Resumix, the company's HR system has jumped into the 21st century, and hit the ground running.

RESUMIX®

**Sales Brochure** for AOA Geophysics (sample page). I've written many other brochures for clients of every stripe.

# Reduced Risk

AOA GEOPHYSICS



**REDUCED RISK AND COST PLUS TIMELY RESULTS  
EQUALS EXCEPTIONAL VALUE**

Having the best information as fast as possible in exploration and production is not simply necessary—it's crucial. Companies base multi-million dollar decisions on complex factors that require both subtle knowledge and broad expertise across multiple disciplines. That's where AOA Geophysics comes in. We help you reduce risk and cost in time to meet your objectives.

We are specialists in many branches of exploration and exploitation—we bring keen knowledge and experience to our mission of providing clients with the big-picture perceptions needed to move rapidly on high-impact projects.

**A WIDE SPECTRUM OF SPECIALTY  
GEOPHYSICAL SERVICES**

AOA Geophysics offers clients a broad range of geophysical and related services. They are employed on a wide range of projects, from regional reconnaissance studies to prospect modeling to production site analysis. In all cases, AOA provides specialized support for the in-house staff of our clients. Where entire departments have been out-sourced (as has happened with the potential fields work for some large Independents), AOA takes on all the required tasks. In other cases, we handle the work within very specific technology segments, such as marine magnetotelluric (MMT) or slope-stability studies.

**CREATIVE THINKERS AND PROBLEM SOLVERS**

AOA's unusually broad expertise enables use of the best available technology merged with unique methods to ensure clients the highest probability of successful exploration or production programs. "Best-practice" techniques combined with deep experience makes for consistent results.

*Top: Supervision and trouble-shooting during acquisition insures the highest data quality.*

*Middle: Enhanced gravity showing the tectonic framework of the Orange Basin.*

*Bottom: An MMT receiver is released into 3200 meters of water. With data from this and adjoining sites, the entire sedimentary section will be mapped and then interpreted.*

**Direct Mail** piece (one of many) I wrote for WebEx, some print, some electronic.

**[Mail Subject Line Variations]**

Meet Your Markets, Hit Your Targets: All from Your Desk with WebEx Meeting Center

Have Meeting, Don't Travel! Turn Your Browser into Sales Success

**[Head]**

Check Out the Power of Real-Time Collaboration and Get 2 Weeks of WebEx Premium Services—Free!

**[Body]**

Interested in seeing how meetings don't have to be nightmares of missed flights, lost papers and shattered schedules? Want to know how you can demo software, host a training session, and share sales documents and presentations—with an unlimited, interactive audience of colleagues or customers—and all from the comfort of your browser? Do you suspect that meetings really can be stimulating, collaborative and productive, but you haven't seen the tools to make that possible? Then join us for one of WebEx's live free demos, and see the deepest set of fully integrated multimedia conferencing tools, all tightly wired into your web browser.

And once that demo's done, you qualify for two weeks of Meeting Center Premium Services—free! Meeting Center is the all-in-one solution to every meeting need. Here are just a few of its features:

- You and your customers/colleagues are truly all on the same page: with any browser, share, mark up and save any document, in real-time
- Save the time and expense involved with three trips and make the sale in a fraction of the time: run any software application (seen by all) for live demos, file sharing and training
- Your customers get the personal, directed touch, in real-time: desktop sharing lets you take over any user's PC, for demos, training or trouble-shooting
- Co-browse and annotate web sites together to see product catalogs, check up on the competition and provide enriched information: synchronized web tours let you share information, notes and critiques
- Deep communication to reach your customers: integrated phone and videoconferencing services
- Don't waste time on technical hassles, just make the sale: no complicated setup or tedious configuration

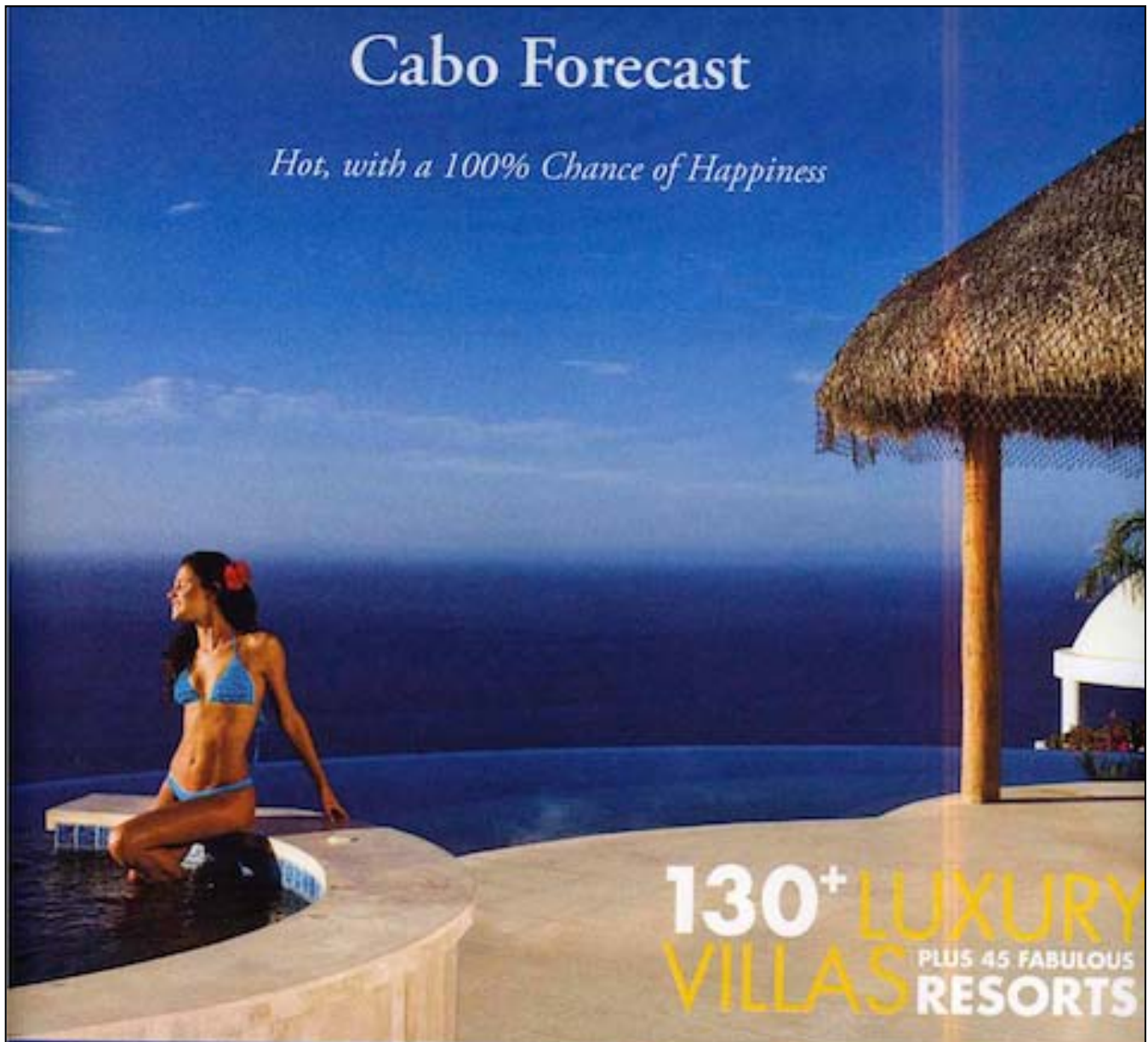
Those are just a few of the powerful tools in Meeting Center—it's a complete communications center, designed for pure productivity. See how you can save money and time, and make every meeting count. Go see this powerful sales, presentation and conferencing solution in action!

We made it easy:

1. Go to our Live Daily Demos Page at <<http://dailydemo.webex.com/webex/dailydemos.asp>>
2. Enter your Yahoo e-mail address in the feedback form that follows the daily demo
3. We'll send you an e-mail with instructions on how to access your free account

WebEx – We've got to start meeting like this.

**Print Ad** for Earth, Sea and Sky Vacations. Many other examples available.



# Cabo Forecast

*Hot, with a 100% Chance of Happiness*

**130+ LUXURY VILLAS** PLUS 45 FABULOUS RESORTS

Condé Nast Traveler magazine: "#1 Villa Rental Agency in Mexico, Wendy Perrin's Rolodex, 2006, 2007, 2008"

Travel + Leisure magazine: "World's Best Villa Agencies, Mexico, Central & South America, 2008"

CNN Money: "All-Star Villa Agency, 2008"

World Travel Awards: "Mexico's Leading Villa nominee, 2007"

Los  
abos  
XICO  
bovillas.com

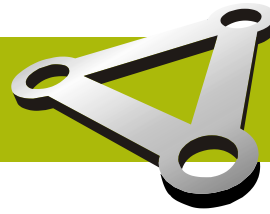
 EARTH, SEA & SKY VACATIONS  
*Luxury Villa & Resort Vacations*

our Los Cabos professionals toll-free at **1-888-814-2226**. Outside the U.S., call 1-831-724-5800.

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**Data Sheet** (first page) for Business Intelligence product for Global Software Applications. I wrote a series of these, and have written others for tech-industry clients.

## The Simple Elegance of Good Design



**GSAPPS**  
GLOBAL SOFTWARE APPLICATIONS



### Business Intelligence IQ Test

GSAPPS produces simple, elegant designs that meet some profoundly exacting standards. All Business Intelligence solutions provided by GSAPPS pass a FATMI test: **F**ast Analysis of **T**imely **M**ultidimensional Information.

**Fast**—the system must deliver most responses to users within five seconds, with the simplest analyses taking no more than one second, and very few taking more than 20 seconds.

**Analysis**—the system must support any business logic and statistical analysis that is relevant for the application and the user. Analysis of any complexity should be handled by only one analytical tool, by non-programmer users through a user-friendly interface.

**Timely**—the system should not allow for any downtime for loading and should be available on a 24 x 7 basis. The frequency of updates should be in real-time or near real-time. Users should be able to build a “timeshot” historical-reconstruction report—the “as-of” state of the business—on any desired dates.

**Multidimensional**—the system must provide full support for multiple hierarchies, aggregates, drilling up and down, and slicing and dicing data without any limitation. The system should be history-aware (slowly changing dimensions) and provide the capability to uncover underlying relational data.

**Information**—the system should provide easy access to any business-relevant data through a single analytical tool. Users should be adequately and easily trained to interpret relevant data. The obtained results should be 100% accurate and actionable.

For many companies, Business Intelligence is too often an exercise in frustration: pieces are missing or don't fit together. There's no flexibility in design or potential. At GSAPPS we believe that your Business Intelligence should be as easy and elegant as putting together LEGO® pieces. Consider your LEGO memories: Everything you needed came in the box, so all the pleasure of the creative process was open to your imagination. So it is with GSAPPS Business Intelligence.

Whether your company needs require a pre-built schema (standard reporting) or you need to develop a totally new construction (ad hoc analysis), our designs provide instant response time, assure data integrity, and give you everything you need for analysis at your fingertips. Elegance and ease of use are our watchwords.

### The Tools and Techniques of True Business Intelligence

Time and again, studies and surveys consistently reveal that the “high-end” products and their costly implementation resources do not necessarily achieve better results than lower-priced options. Strikingly, in some cases they perform much worse. As cited in the *OLAP Report*, large, general-purpose consultants were much less likely to lead successful projects than the smaller, specialized OLAP/BI consulting firms.

- **GSAPPS is vendor-neutral**, and provides expertise in the technologies offered by the majority of OLAP and reporting vendors, including: Cognos, Hyperion, Microsoft, Oracle, MicroStrategy, Brio, Business Objects, ProClarity, and many others.
- **Extract, transformation, cleansing and loading (ETCL)** is the core of any data-warehouse architecture. GSAPPS engineers use their own custom-built ETL and cleansing applications and also possess broad experience with most of the solutions offered by leading vendors, including: Informatica, Embarcadero DT/Studio, DataJunction, Microsoft, Oracle, Sunopsis, and Ascential DataStage.
- **Database Expertise**. We have database expertise that can perfect databases that range in complexity from MS Access to very large databases (VLDB). The GSAPPS team has deep expertise with the majority of relational and multidimensional databases: Oracle, MS SQL, Sybase, and DB2 on Unix or NT.
- **Data warehouse design and foundation**. GSAPPS can help you build the correct design and foundation for a successful data warehouse. From star schema design or snowflake design, operational data store, data warehouse, or data marts to MOLAP, ROLAP, HOLAP, DOLAP alphabet soup—GSAPPS has expertise in all of them.
- **Pre-Built System Adapters**. At GSAPPS, we not only have a very deep best-practices knowledge, but over the course of our past engagements, we've developed pre-built adapters for the majority of standard ERP and CRM applications: Oracle, PeopleSoft, Baan, Siebel, JD Edwards, GoldMine, EDS and many others.

### Let us build your best-in-industry systems

Give us a call at 408-404-7770 or log on to [www.gsapps.com](http://www.gsapps.com) and we'll demonstrate how the pieces of your Business Intelligence puzzle can be seamlessly—and powerfully—put together. Those LEGO memories don't have to be a thing of the past: good design is timeless.

**Newsletter** for Earth, Sea and Sky Vacations. I wrote two quarterly (external) and one monthly (internal). This is an example (first page) of an external one for client property owners.



Summer 2008 | Vol 3 | No 2

1.800.745.2226  
www.cabovillas.com

## Cabovillas Connection

Your Link to the ESSV Los Cabos Homeowner Community

To All:

### Cabo Concierge Office Moves to Plaza del Rey

We are making some important changes to our on-site concierge services in Los Cabos, as well as improving the high levels of service the organization provides for our owners, vendors or our guests. As of August 1st, the new office location will be at Plaza del Rey, in an easy-to-find, professional business center with an impressive front desk/administrative area, a large, comfortable customer-reception area, two conference rooms and an employee break room.



### Earth, Sea & Sky Vacations Has Not Been Sold

More significantly, the concierge office is changing ownership and is being purchased by Lisa and Juan Torres, who have extensive travel-industry management experience in Los Cabos. Lisa Torres has 20 years of

## Reminder! Contracts Due!

We would greatly appreciate if your 2009 Rental Contracts and Marketing Agreements are returned to us no later than August 1. Thanks!

Also, please make sure that your property availability calendars are all up to date so that we can ensure smooth and accurate bookings.

### In This Issue

Zooming In, Courtesy of Google

New Activities

Insider Tips

### NEW ACTIVITIES



Here's a way to get the blood racing: Carisuva ATV tours. Explore spectacular ocean-side cliffs, lush desert ranges and canyon trails as you ride your

**Knowledge Base Article** (partial page) for Websense Data Security product. I wrote many of these articles, produced in a tool called Talisma.

The screenshot shows a web page titled "Data Security Suite Support". The navigation bar includes "Overview", "Support By Product", "Knowledge Base", "Forums", "Tools & Policies", and "Contact Support". On the left, there is a "Knowledge Bases" sidebar with links for "Web Filtering and Email Security", "Websense V10000", "Websense Security Gateway", and "Websense Data Security Suite" (which is highlighted). The main content area has a search bar and a "Browse" button. Below this, the article title "About Hotfix 5 for Data Security Suite v7.1" is displayed, along with its ID (4884), view count (3), and review date (12/23/2009). A table under "Article Information" shows the article was updated on 1-Dec-2009 and applies to Data Security Suite v7.1. The "Article" section contains a "Problem Description" with a list of 8 issues addressed by the hotfix. To the right, there is an "Important Information" section with "Notes and Warnings" and a list of 5 steps to download the hotfix. Below this is a feedback section with a "Did this solve your problem?" question (Yes/No radio buttons), a "How helpful was this article?" question (0% to 100% progress bar), and a "How can the article be improved?" text box with a "Submit Feedback" button. The "Error Messages: (Detailed)" section is marked as "N/A". The "Resolution" section is empty. The "Installation" section provides instructions for updating, reinstalling, and redeploying endpoint clients.

**Data Security Suite Support** Overview Support By Product Knowledge Base Forums Tools & Policies Contact Support

Knowledge Bases

- Web Filtering and Email Security
- Websense V10000
- Websense Security Gateway
- Websense Data Security Suite**

Search Browse

4884: About Hotfix 5 for Data Security Suite v7.1  
Article Viewed 3  
Reviewed 12/23/2009

## About Hotfix 5 for Data Security Suite v7.1

Text Size

<b>Updated:</b>	1-Dec-2009	<b>Applies To:</b>	Data Security Suite v7.1
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### Article

**Problem Description:**

Hotfix 5 addresses the following issues:

1. When integrating with a Web proxy via ICAP, if the web proxy supplied user authentication details, the source IP would not appear in the Data Security Manager; 127.0.0.1 would appear instead.
2. When the linking service is enabled, discovery incidents just have the IP and do not include the hostname.
3. Under certain scenarios, the filters applied in the DSS Manager incident management pages were reset during work with the incident management page.
4. Manager LDAP queries were optimized for enhanced performance.
5. The MMC LDAP queries timeout can now be configured.
6. SharePoint fingerprinting had problems handling items containing the "&" sign.
7. A security enhancement was added to the communication between the endpoint client and server in order to avoid "man-in-the-middle" vulnerability. Users need to redeploy all their endpoint clients for the fix to take effect. Clients that aren't redeployed continue to fully operate as before; however, they will lack this enhancement.
8. A file ("discoveryincidentprocessing.pyc") required for non-default remediation scripts was added to the DSS folder.

**Important Information**

**Notes and Warnings:**

To download this hotfix:

1. Log on to [My Websense](#).
2. Navigate to **Downloads and Upgrades**.
3. Select Websense Data Security Suite from the **Product Filter**.
4. Scroll to Version 7.1.5.
5. Click **download**.

**Did this solve your problem?**  
 Yes  No

**How helpful was this article?**  
(0% incomplete - 100% best)  
 0%  25%  50%  75%  100%

**How can the article be improved?**

[Submit Feedback](#)

**Error Messages: (Detailed)**

N/A

**Resolution:**

**Installation:**

To use this hotfix, you must update or reinstall all Data Security Servers, Protectors, and endpoint clients.

**Updating servers:**

If you have v7.1 installed, with or without hotfixes 1-4, run the **DSS-7.1.5.3-x86.msi** file found in this hotfix bundle on your Data Security Management Server and supplemental Data Security Servers. Approve all dialogs in the installation wizard.

**Reinstalling servers:**

Run the **DSS-7.1.5.3-x86.msi** file found in this hotfix bundle to reinstall your Data Security Servers from scratch. Please refer to the Installation section in the [Data Security Suite User's Guide](#) for instructions.

**Redeploying endpoint clients:**

After installing the Data Security Management Server:

1. Generate a new endpoint client package using the **DataEndpointBuilder.exe** file in your DSS installation directory.
2. Deploy the new package to all clients. (Endpoint restart may be required)