

Tony Bove

Content Strategist, Writer, and Producer | tony@tonybove.com • tonybove.com

Summary

- › White papers, marketing content, and product literature
- › Guides, tutorials, help content, and “Dummies” books for users, developers, and media professionals
- › Proven ability to manage media production, including online, video, presentations, and print
- › Accomplished, self-motivated writer with a strong aptitude for articulating a technology’s value
- › Recent clients: Google, Electronic Arts, Adobe, Deem, Check Point, Armis, McAfee

Employment

Freelance Writer:

- › Check Point: White papers on cyber-threat prevention. Examples: [Zero-Day Protection: Block Unknown Threats](#), [Humans are Your Weakest Link](#)
- › Armis: [Agentless Device Security for Retail Environments](#)
- › Pure Storage: Customer success stories and case studies
- › SumTotal Systems: Technical briefs about learning management
- › McAfee: Network security and virtualization products
- › Adobe: Secure forms and document delivery
- › BEA Systems: Sales portal for content, ROI calculators, and case studies
- › Sun Microsystems: Customer success stories and case studies

Senior Technical Writer and Content Strategist, Expert Support at Google:

- › Angular team: Framework for JavaScript/TypeScript applications with HTML templates
- › Assistant team: External quick-start guides for Assistant partners, and internal documentation for Assistant feature development, natural-language understanding, and machine learning
- › Ads: Quick-start guides for partner integration with Google Ads
- › Dev training: [Fundamental](#) and [Advanced](#) courses for Android app development

Technical Publishing and Training Manager, Deem:

- › Multilingual user [help content](#) and videos for travel-industry professionals
- › [Administrator portal](#) and API reference guides for travel-industry developers
- › Organization-wide learning

Book Author, Video Producer, and App Developer:

- › [iPad App Development For Dummies](#) (book) and [Non-Programmers Guide To Building iOS Apps](#) (DVD/video)

- › Multiple editions of *iPod and iTunes for Dummies*, *iLife for Dummies*, and *Adobe Illustrator: The Official Handbook for Designers* — consistently in the Top 50 of Computer Books
- › Critical acclaim for groundbreaking books such as *Just Say No To Microsoft* (2005), *The Well-Connected Macintosh* (1988), and *The Art of Desktop Publishing* (1986)
- › *Tony's Tips for iPhone Users* iPhone app

Previous Positions:

- › Marketing Director, BEA
- › Communications Manager: Live Picture (LivePix)
- › CD-ROM Producer: [Haight-Ashbury in the Sixties](#) and *Macromedia Director* (Random House)
- › Editorial Director: NewMedia magazine, Publish! magazine
- › Editor: Desktop Publishing magazine, Macromedia User Journal, Inside Report on New Media
- › Columnist: Computer Currents magazine, Prodigy (online), The Well (online), The Chicago Tribune, PC Computing magazine, MacUser magazine, Macintosh Today magazine
- › Senior Technical Writer: Intel, Data General

Recognition

- › “One of the most interesting overviews of modern desktop computing history that’s ever been written... possibly a watershed event.” John Dvorak on *Just Say No to Microsoft*
- › “Every Microsoft engineer and product planner should read it.” Robert Scoble, blogger and former Microsoft Technical Evangelist, on *Just Say No to Microsoft*
- › “Near genius at making complex ideas understandable.” Jerry Pournelle