

# Dan Weecks

## Senior Communications Specialist

I am an accomplished Senior Technical Writer and Marketing Specialist with extensive experience creating clear, precise documentation that bridges technical complexity and user understanding. My work spans industries such as aviation, healthcare, and education, where I have developed FAA-compliant materials, standard operating procedures, and hiring pipeline guidelines. With expertise in Agile methodologies, AI integration, video and graphic design, and cloud platforms, I collaborate seamlessly with cross-functional teams to deliver impactful solutions.

### Contact

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## Education

### Northern Arizona University

**Bachelor of Science (BS)**  
Major in Business Administration  
Minor in Human Resources

### Scottsdale CC

**Associate of Applied Science (AAS)**  
Motion Picture and Television Production  
CC in Film Production

## Skills

### Writing and Editing

✓ 96 WPM

### Technical Documentation

- I have authored Standard Operating Procedures, DOT & FAA-compliant documentation, guides for healthcare hiring pipelines, and have contributed to CTE educational standards at the Arizona Department of Education.

### Content Development

- Created user manuals, API documentation, tutorials, SDKs, knowledge bases, and business proposals.

### Tools and Platforms

#### Documentation Tools

- Proficient in Microsoft Word, Google Docs, MadCap Flare, Adobe FrameMaker, and LaTeX.

#### Collaboration Platforms

- Skilled in Confluence, Notion, Slack, and Microsoft Teams for Agile workflows and team collaboration.

#### Design and Layout

- Advanced user of Adobe InDesign, Illustrator, Photoshop, Premiere Pro, Canva, and Affinity Suite.

## Professional Experience

### **LiveViral Media**

*Founder & Senior Technical Writer*  
March 2010–Present

**I lead multinational teams, craft brand and marketing guidelines, and author SOPs to standardize workflows for high-profile clients. Other duties include:**

- Drafting proposals and pitch documents tailored to government agencies and Fortune 500 clients.
- Creating operational guidelines and process documentation for multinational teams and their workflows.
- Writing technical documentation for web and app development projects, including user manuals and UI/UX guides.
- Authoring detailed SEO-focused content strategies and instructional materials for digital marketing initiatives.
- Producing technical whitepapers and client-facing documentation for Fortune 500 companies and government agencies.
- Authoring comprehensive brand and marketing guidelines for clients to ensure consistency across all public-facing materials.
- Documenting technical specifications and operational instructions for broadcast equipment and production processes.
- Producing wireframes and flowcharts to visually map out user interfaces, workflows, and system processes.
- Drafting technical SDK and API documentation for internal tools and third-party integrations to support cross-functional teams.

### **CHS HomeCare Solutions**

*Director of Business Development*  
May 2023 – November 2024

**At CHS, I spearheaded AI integration, recruitment automation, and process optimization to elevate client success, and drove innovation in healthcare.**

- Authored comprehensive standard operating procedures (SOPs) for caregiver recruitment, onboarding, and client engagement.
- Developed user-friendly documentation for Applicant Tracking System (ATS) pipeline automation, streamlining hiring workflows.
- Produced technical guides and training manuals for AI integration projects, enhancing staff adoption and efficiency.
- Drafted compliance documentation and process improvements to meet regulatory standards and optimize operations.
- Created clear, detailed content for internal and external communications, including marketing strategies and public relations initiatives.

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## Certificates and Training

- ✓ **FEMA** Communication and Crisis Management Courses (IS-29.a, IS-5.a, IS-242.C, IS-0242)
- ✓ **Google** Ads Display Certification
- ✓ **NAU** Business Communications Courses
- ✓ **FCC** Restricted Radiotelephone Operator Permit

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## Volunteer Positions

### Department of Education

#### **Quality Commissioner**

*2019-Present*

As a Quality Commissioner for the Arizona Department of Education, I help ensure technical standards and industry credentials are clearly defined and effectively documented to support student success in Career and Technical Education programs. I previously consulted on the CTE Standards Validation Committee at the Department.

### Banner Boswell Med. Cen.

#### **PFAC Council Member**

*2024-Present*

As an Advisory Council Member, I provide written and verbal feedback and recommendations to enhance patient care and family engagement strategies, ensuring clear communication and effective processes.

### American Red Cross

#### **PIO – AZ/NM/El Paso Region**

*2019 - 2021*

As a Public Information Officer overseeing the region of AZ/NM/TX, I managed crisis communications during disasters like wildfires and hurricanes, crafted clear press releases, and coordinated media relations to support disaster response and recovery efforts. During blue-sky operations, I crafted volunteer and corporate communiqués.

### City of Peoria – Channel 11

#### **Communications Intern**

*May 2009 - August 2009*

As an unpaid intern, I assisted in creating broadcast content for municipal programming, contributed to scriptwriting and video production, and supported live event coverage for government events. I helped enhance public outreach through media, ensuring clear and engaging communication of city initiatives and community updates.

### **CHS HomeCare Solutions** (continued)

- Developed clear, client-friendly guides to explain telehealth tools and other technology integrations.
- Designed and implemented a catalog system to monitor and document the lifecycle of patient care devices.
- Wrote technical and strategic briefs for executive leadership to support AI and innovation projects.
- Produced detailed project roadmaps and status reports for the CHS Virtual Care Assistant initiative.

### **Southern Airways Express & Mokulele Airlines**

*Technical Writer and Airline Captain*

*December 2021 – February 2023*

**As an airline Captain flying scheduled passenger service, I ensured operational safety while authoring technical documentation and training materials, enhancing compliance and efficiency across flight operations.**

- I authored detailed safety training scripts for video content contracted by the airline which I produced, including pre-flight/in-flight/post-flight procedures, to ensure standardization and regulatory compliance.
- Worked closely with operational teams to ensure all training materials met FAA and DOT standards, and contributed to reducing operational risks.
- Documented operating procedures tailored to the aircraft used by the airlines, such as the C208 EX, focusing on unique systems and operations.
- Collected feedback from flight crews and updated training materials to reflect evolving best practices and operational insights.

### **DW Aviation**

*Chief Instructor & Senior Technical Writer*

*October 2018 – Present*

**I oversee all flight operations, developed FAA-compliant documentation, implemented regulatory processes, and created safety-sensitive training programs to ensure operational excellence and safety.**

- Authored FAA-compliant manuals, including a comprehensive DOT safety-sensitive drug and alcohol screening program, ensuring adherence to federal aviation regulations.
- Successfully liaised with the FAA to draft and finalize Letters of Authorization (LOAs) for air tour operations, documenting operational standards and compliance measures in detail.
- Developed and maintained detailed SOPs covering all aspects of flight operations, credentialing, safety protocols, and training requirements to standardize workflows and enhance safety.
- Designed pilot training manuals and materials tailored for sightseeing flights and operational procedures, integrating federal DOT and FAA standards with clear, concise instructions.
- Evaluated and documented operational inefficiencies, implementing process changes through structured documentation to enhance compliance and productivity.
- Authored step-by-step guides for automating operational tasks, improving efficiency in areas such as scheduling, training tracking, and maintenance workflows.
- Created clear and persuasive documentation for FAA interactions, stakeholder presentations, and operational audits, ensuring transparency and alignment with regulatory bodies.
- Produced flowcharts, diagrams, and operational maps to support client training activities and provide visual clarity for complex procedures.
- Documented emergency procedures and risk assessment protocols, reinforcing a culture of safety and preparedness both with staff and clients.