



# Drowning in deadlines?

## *Stay afloat with our collective knowledge, skills & experience*

When you contract with McKinnon-Mulherin, you don't gain one freelance writer, you gain a team of experts. Our information designers are highly qualified, thoroughly tested, and knowledgeable about the latest communication methods and research. They have a broad range of skills and experience in strategic planning, project management, writing, editing, instructional design, graphic design, and online development. This ensures that we have information designers who are right for your particular job.

## *Bank on our successful experience*

You can bank on our successful experience with worldwide clients such as IBM, Learning International, Innovative Training, Shipley Associates, Allen Communication, Hewlett-Packard, Chubb & Son Insurance, Compaq, Intel, National Assessment Institute, and IKON Office Solutions:

- Efficiently collecting, evaluating, and synthesizing data from subject matter experts, managers, users, and engineers
- Designing, writing, and producing high-quality documents across all media
- Managing project tasks at all levels of complexity from designing computer-based training to proofreading a page of copy

## *Get the right person for your project*

We are more than a group of freelance writers. We carefully choose the members of our information design team based on their education, experience, and skills:

- A wide array of backgrounds and degrees: instructional design and technology, English, communication, technical writing, and the sciences
- Experience working on documentation projects for many companies in various industries
- Attendance at seminars, conferences, and classes to stay on top of the latest developments in communications
- Expertise in all current word-processing, desktop publishing, graphics, hypermedia, and data management tools

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search  
is over**

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**McKinnon  
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