

Claire Pinkham
Freelance Technical Copywriter

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- 20 years writing about semiconductors and their applications
- 15 years as a freelancer, with a client list of more than 30 companies
- Hundreds of product introductions, from standalone ICs to integrated systems and software
- Thorough understanding of high-tech marketing and semiconductor business issues
- Proven success working with international teams across many time zones

Writing Expertise

Deadline-driven, with a writing style that is clear, simple, and direct. Fast, accurate content development for a wide range of audiences, plus quick yet precise editing and proofreading.

Corporate and internal communications: company brochures, annual sustainability reports, executive messages, success stories, newsletters, print ads, web banners, etc.

Sales and marketing support: product flyers, selection guides, datasheets and specifications, application notes, technology backgrounders, press releases, email campaigns, sales training, tradeshow materials, presentations, business plans, etc.

Technology Expertise

Working familiarity with a broad spectrum of technologies, standards, and platforms

Mobile, personal, and consumer: 4G cellular, power management, GPS, NFC, Bluetooth, 802.11, USB, 1394, audio and video processing, display modules, RF power

Industrial and embedded: M2M, eMetering, eTicketing, solid-state lighting, ARM processors, microcontrollers, Ethernet, ZigBee, I²C/SMBus, ASICs, FPGAs

Automotive: In-vehicle entertainment and networking, telematics, sensors, CAN bus

Process and packaging technologies: CMOS, RF CMOS, BiCMOS, LDMOS, VDMOS, GaAs, GaN, SiGe, passive integration, flip-chip, MCMs, SiPs, PicoGate, MicroPak

Recent Projects

- 2,300-word contributed article on use of ARM-based microcontrollers in smart meters
- 20-page sales training document and 16-page customer brochure for 32-bit MCUs
- Series of 500-word “case study” articles for energy-saving network technology
- More than 40 product leaflets in six months for broad-based semiconductor supplier
- 50-page annual sustainability report for global semiconductor company, with CEO’s message and employee success stories
- Complete campaign, including brochures, application notes, print advertising, and web banners, for new system-level security solutions from leading German manufacturer
- Online training materials for US & European sales forces targeting industrial applications

Education

BA with honors from the University of Massachusetts, Amherst, MA (1989)