



GREG BERRY

Communications Specialist

SERVICE TO COUNTRY

11B INFANTRYMAN-FIRE TEAM LEADER

Illinois Army National Guard | 2010-2016-B/178 IN 33 Brigade Combat Team

-Shoot, move, but most importantly-communicate. With 95% of training outdoors in poor conditions and limited light, I learned to write quick and concise field notes.

42A HUMAN RESOURCES SPECIALIST

42L ADMINISTRATIVE SPECIALIST

United States Army Reserve | 2005-2010 -Multiple Units

-Military memorandums are boring, but someone has to do it. Here, I learned to follow precise formatting rules and translate information from leadership to Soldiers.

WORK EXPERIENCE

FOUNDER/COMMUNICATIONS SPECIALIST

Sword Vs. Scribe, LLC | 2021-Current

-Through long-form SEO articles, white papers, and technical writing, I tell the stories that provide value to both brands and readers.

PRODUCT MANAGER-BACK OFFICE

Jimmy John's/Inspire Brands | 2021-Current

-As a product manager, I broke down customer issues and presented them to developers in a way they could understand, and relayed progress back to the customers.

IT PROJECT MANAGER

Jimmy John's/Inspire Brands | 2016-2021

-From emailing with vendors and stakeholders, to updating project documents, to recording meeting notes, knowing how to communicate clearly is the key to project success.

OPENING SPECIALIST/FRANCHISE FIELD OPERATIONS

Jimmy John's Franchises, LLC | 2011-2016

Here's where I put the power of persuasive writing to work. I made sandwiches and cleaned alongside the staff, and documented the operational pros and cons. Daily reports persuaded franchisees to make changes where needed and gave credit where credit was due.

ACADEMIC BACKGROUND

UNIVERSITY OF ILLINOIS

CHICAGO, IL

BA-Criminal Justice-2009

PARKLAND COLLEGE

CHAMPAIGN, IL

AS-General-2006

PROFILE SUMMARY

My mission is to write entertaining, informative, and truthful material to forge genuine connections between brands and readers.

SKILLS

- Consistent communication
- Open to feedback
- Works well with editors/others
- Detailed documentation
- Article SEO
- Thorough research
- Sense of humor
- Attention to detail
- Satire
- Clear and simplified writing
- Intuitive with new tools/software
- Basic WordPress design/maintenance
- Microsoft Office applications
- Atlassian Apps (Jira/Confluence)
- Technical writing
- SharePoint
- Whitepapers (Canva)
- Project management tools (Wrike/Freedcamp/Asana)

CERTIFICATES

- Certified Associate in Project Management
- Certified Scrum Master
- Microsoft Azure Fundamentals
- CompTia A+

CONTACT INFORMATION

Phone: (872)228-7005

Email: greg@swordvsscribe.com

Website: www.swordvsscribe.com

LinkedIn: [linkedin.com/in/gregcberry/](https://www.linkedin.com/in/gregcberry/)