

Bob Riel
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SUMMARY OF SKILLS

Able to meet diverse writing needs, with experience as a book author, journalist, business writer, and blogger. Especially knowledgeable about travel and cross-cultural topics, supported by travel experience to 45 countries and 48 U.S. states and by work as a cross-cultural consultant. Skilled in writing clear and direct copy, and in making complex topics understandable to a wide audience.

PROFESSIONAL EXPERIENCE

Published Writings – Books & Articles

- ❑ Author of the book *Two Laps Around the World: Tales and Insights from a Life Sabbatical*, about two round-the-world journeys.
- ❑ Write and publish the blog *Travels in the Riel World* (www.rielworld.com), primarily about travel and cross-cultural topics.
- ❑ As a freelance writer, authored articles for such publications as the *Arizona Daily Star*, *Workforce Magazine*, *Relocation Journal*, *Export Hotline*, *BootsnAll* and *Travel Blogger*.
- ❑ As a journalist for a daily urban newspaper in Rhode Island, wrote hundreds of news and feature articles.
- ❑ Co-author of the chapter “Orientation for a Global Population,” published in the book *Creative New Employee Orientation Programs*.

Cross-Cultural Writing & Consulting

- ❑ Researched and wrote training manuals on the business cultures of more than 70 countries. These materials have been used in trainings with a broad range of international clients, including Sony, Dell, Coca-Cola, Reebok, L.L. Bean, and Bechtel.
- ❑ Developed written materials for the online *GlobeSmart* tool, which gives international businesspeople access to cultural information about countries around the world.
- ❑ Conducted cross-cultural workshops for business executives and their families who were being relocated overseas.
- ❑ Designed a cultural re-entry program for individuals who were completing a one-year educational experience away from their home countries.

Business Writing

- ❑ Wrote scripts for video and audio productions, including an informational video for an intercultural education program and several television and radio advertisements.
- ❑ Published articles in corporate and organizational magazines, including *Toyota Today* and *Up with People Reports*.
- ❑ Edited public and employee newsletters and produced annual reports for nonprofit organizations.
- ❑ Wrote case statements that were utilized as the primary communication pieces for multi-million dollar capital campaigns, as well as appeal letters that were employed in specific fundraising ventures.
- ❑ Have written several dozen press releases for newspapers throughout North America.

Personal Travel Experience

- ❑ Traveled to 45 countries on six continents, including two round-the-world journeys.
- ❑ Visited 48 U.S. states.

WORK HISTORY

- 2003-present Author, freelance writer, editorial consultant
Riel World Communications – Tucson, Arizona
- 1994-2002 Manager, Editorial Services
Eaton Consulting Group - Boston, Massachusetts
- 1984-1993 Corporate Communications Manager and Educational Program Manager
Up with People - Tucson, Arizona
- 1981-1983 Journalist
Woonsocket Call newspaper - Woonsocket, Rhode Island

EDUCATION

- M.A., political science, Boston College
B.A., history and political science, Excelsior College