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Makers of the Award-Winning Cascade Server content management software

Meet the Team - Sam Beresford

By Morgan Griffith

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MORGAN GRIFFITH: Hello everyone, and welcome to another edition of Hannon Hill's 'Meet The Team.' Today, we're here to welcome the newest member of our team, Sam Beresford, who joins us as a Business/Technical Writer. How's it going, Sam?

SAM BERESFORD : Pretty well, thanks for asking. How about yourself?

MORGAN: I'm doing well. Tell us a little bit about yourself, Sam. Where are you originally from, and where did you grow up? And where did you go to school?

SAM: I was born in St. Louis, MO, I was raised in the fine city of Charlotte, NC, and I'm a proud graduate of Morehouse College, here in Atlanta.

MORGAN: I know you recently moved back to Atlanta from New York. What kind of work were you doing before you came to Hannon Hill?

SAM: I was only in New York for about two years, but I got some great experience working in the fashion industry as an upscale boutique manager, and then as a do-everything kind of guy at a young women's clothing line.

MORGAN: Wow, that's quite a difference from writing for a web content management software development company.

SAM: It definitely is, but throughout my time there, I was writing and editing for a new men's lifestyle magazine called FREE, and I think that working in such varied environments and industries kept me on my toes and able to adapt to new situations pretty quickly.

MORGAN: What initially interested you in the job?

SAM: During my daily Craigslist perusal, I usually stuck to the Marketing/PR board, but I decided to check out the Writing/Editing section too. I saw that it was a position that entailed a whole lot of writing, which is great, and it was for a technology company, which I've been very eager to work for and really get some experience in.

MORGAN: So tell us what you're going to be doing here at Hannon Hill.

SAM: I'll be writing and providing content for any and all of the various ways that we get our message across to all interested parties. It might be a monthly newsletter for

clients, a press release for the media, a users manual for a new version of a product, a regularly updated blog, or even internal stuff for the Hannon Hill gang.

MORGAN: What do you look forward to helping out with most here at Hannon Hill?

SAM: I 'm looking forward to really help to craft the voice that Hannon Hill uses to speak to all of its constituents -- potential customers, current clients, the press, the trade, employees, and everybody else that we need to get our message across to.

MORGAN: Sounds good. So now that you're back, what did you miss the most about Atlanta when you moved away?

SAM: There's so much...the weather, the old hang-outs, the ability to have, and afford, a car...but I'm a Southern boy at heart, so I gotta go with the iced tea. Down here, I don't even have to ask if it's sweet or not.

MORGAN: That's a good enough reason to come back. And we're certainly glad to have you here. Thanks for stopping by, Sam, and thanks to everybody out there for checking out this edition of Meet the Team at Hannon Hill. See you next time.

Category

- News

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