Bryson Hall

Proposal & Technical Writer

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Summary

Writer who turns complex requirements into clear, compliant, polished documents, from proposals and technical documentation to campaigns, landing pages, and CRM workflows.

Experience

Project Specialist (RFP) May 2025–Present
All-Star Talent · Remote

- Develop proposals for state and municipal government recruitment marketing contracts, from RFP analysis and requirements tracking through drafting, layout, and submission.
- Write technical approach, marketing strategy, and multi-year implementation sections.
- Manage end-to-end paid recruitment campaigns across Meta, Google, Indeed, LinkedIn, and TikTok, including ad design, copywriting, launch, and ongoing optimization.
- Track ad spend, budget pacing, and cost per click; report results and adjust targeting and creative.
- Build campaign landing pages and manage CRM workflows that move candidates through hiring.
- Contributed to the migration of client accounts from Zoho CRM to a custom in-house CRM.

Proposal Coordinator Mar 2024–May 2025
Native Strategies, LLC · Remote

- Managed the full proposal lifecycle, from RFP review and requirements tracking through final production.
- Coordinated contributors across teams to deliver compliant submissions on deadline.
- Designed proposals in Adobe InDesign and Acrobat to client branding and formatting specifications.

Technical Writer Jan 2022–Mar 2024
SECU · Raleigh, NC (Hybrid)

- Created and maintained manuals, quick reference guides, infographics, and workbooks.
- Translated complex product and software features into step-by-step instructions for non-technical users.
- Ran user feedback sessions and revised documentation based on the findings.

Instructional Designer (Internships) May–Aug 2018, May–Aug 2019
Grifols · Clayton, NC

- Developed a curriculum for an offsite biotechnician training facility with subject matter experts.
- Built eLearning modules in Articulate Storyline and led training workshops for biotechnicians.

Skills

Proposals: Proposal writing, RFP response, proposal management, requirements analysis
Writing: Technical writing, technical documentation, instructional design, copywriting, proofreading
Tools: Adobe InDesign, Adobe Acrobat, Articulate Storyline, Meta Ads Manager, Google Ads, Zoho CRM
Digital: Paid media, CRM workflows, web design, AI-assisted coding and development

Education

MBA, Management · Fitchburg State University 2023
MA, Communication · East Carolina University 2021
BS, Communication · East Carolina University 2019