

Heather Hedden

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Professional Experience

- Viziant Corporation**, Boston, Massachusetts 2007 – present
Information Taxonomist
- Develop and maintain general and vertical market taxonomies, including relationships and definitions, as a content component of an enterprise search & discovery system.
 - Identify and edit sample training documents for each taxonomy node.
 - Write taxonomy development policies and guidelines.
 - Test taxonomy-maintenance user interface; make recommendations for enhancements.
- Hedden Information Management**, Carlisle, Massachusetts 2004 – 2007
Provided contract services and training in taxonomy development, indexing (back-of-the-book, database, and web site), and web site information architecture. Developed and taught online courses in web site indexing.
- Thomson Gale** (formerly Information Access Company), Belmont, California 1993 – 2004
Senior Vocabulary Editor, Editorial Standards Department, 1996 - 2004
Developed and improved controlled vocabularies in topics and named entities used in database indexing to ensure indexing consistency. Identified and researched potential new terms, created cross-references, analyzed and improved large subsets of the vocabulary. Developed and documented indexing policies.
Senior Editor, Industry Express indexing group, 1995 - 1996
Developed all vocabulary and editorial policies within group to ensure indexing consistency. Answered questions, edited, and provided feedback on indexers' work to improve product quality. Developed and communicated workflow procedures and tracked production statistics.
Indexer, Business Publications and Predicasts Overview of Markets & Technology, 1993 - 1995
Selected, indexed and abstracted articles from trade journals, newsletters, magazines, and newspapers for InfoTrac periodical index databases. Edited work done by peers, newly trained abstractors, and overseas vendors. Improved documentation, as part of Training Dept. task force.
- Ricoh – California Research Center**, Menlo Park, California 1992 – 1993
Library Assistant
Catalogued technical reports, papers, conference proceedings, and books in the technical library.
- Middle East Times**, Cairo, Egypt 1991 – 1992
Senior Writer
Wrote two feature articles per week on business, economic, political, and social topics. Selected and abstracted news briefs from the daily press. Edited articles by freelance writers.
- American Translators International**, Palo Alto, California 1990 – 1991
Project Coordinator
Managed translation projects of business, legal, technical, and company-internal documents. Prepared project bids and selected and managed freelance translators, editors, and typesetters.
- Princeton University**, Princeton, New Jersey 1989 – 1990
Teaching Assistant
Led discussion sessions, corrected student essays, and assisted in selecting readings and preparing the syllabus for the course *Introduction to the Middle East*.

Select Contract Clients and Projects

Thomson Gale, Farmington Hills, Michigan

Indexed reference book essays. Researched and add named entities with variants to authority files.

PlaceLinks, Waltham, Massachusetts

Mapped search terms to controlled vocabulary for online yellow pages categories.

Earley & Associates, Newton, Massachusetts

Performed content analysis and taxonomy development for clients in biomedical research, insurance, telecommunications equipment, and manufacturing management.

Factiva (Dow Jones & Reuters), Princeton, New Jersey

Mapped thousands of search terms to controlled vocabulary

Tiny Engine Inc., San Francisco, California

Developed of news classification taxonomy and created a total of 1142 terms in a four-level taxonomy.

Synapse Corp., Franktown, Colorado

Indexed reference book essays and curriculum standards. Added new indexing terms to the databases.

Meansbusiness, Boston, Massachusetts

Selected extracts and indexed concepts from business management books.

Gale Research, Detroit, Michigan

Searched and reviewed company web sites for Cyberhound Internet directory.

Education

Princeton University, M.A., Near Eastern Studies

Cornell University, B.A., Government; *Phi Beta Kappa* honor society

Professional Training

Web Site Indexing, Broccoli Information Management online course

Writing Indexes for Books and Websites, Middlesex Community College, Bedford, Massachusetts

Introduction to Dreamweaver MX, Concord-Carlisle Adult and Community Education, Concord, Massachusetts

Creating Web Pages, Concord-Carlisle Adult and Community Education

Online Searching and Electronic Research, U.C. Berkeley Extension San Francisco, California

Introduction to Copyediting, U.C. Berkeley Extension, San Francisco, California

Computer-Based Systems for Libraries, Foothill College, Los Altos, California

Publications: Articles

"Taxonomy Tool Roundup." *EContent*, April 2008.

"Controlled Vocabularies, Thesauri, and Taxonomies." *The Indexer*, vol. 26, no. 1, March 2008.

"Better Living Through Taxonomies." *Digital Web Magazine*, February 5, 2008.

"Conference Report: Taxonomy Boot Camp." *Key Words* (Bulletin of the American Society of Indexers), Vol. 16, No. 1, January-March 2008, pp. 32-34.

"Taxonomies, CMS, and Search," *CM Pros Newsletter*, January 2008.

"Book-Style Indexes for Websites." *Information - Wissenschaft & Praxis*, vol. 58, no. 8, November-December 2007.

- “Patrick Lambe, *Organising Knowledge: Taxonomies, Knowledge, and Organisational Effectiveness*” (Book Review). *Key Words* (Bulletin of the American Society of Indexers), vol. 15, no. 4, October-December 2007.
- “Indexing Arabic Names.” *The Indexer*, vol. 25, no. 3, April 2007.
- “Indexing & Taxonomies: Finding the Best Way to Organize Online Content.” co-authored with Geoffrey Bock and Seth Earley, *Earley & Associates Reports*, January 2007.
- “Creating an Index for Your Web Site to Make Info Easier to See.” *Computers in Libraries*, vol. 26, no. 9, October, 2006.
- “Creating an Independent Online Course for a Niche Skill.” *eLearn Magazine*, June 30, 2006.
- “Software for HTML Indexing: A Comparative Review.” *The Indexer*, vol. 25, no. 1, April 2006.
- “Implementing Web Site A-Z Indexes.” *Broadside* (Newsletter of the Boston Chapter of the Society for Technical Communication), January 2006.
- “HTML Editing Freeware: XRefHT32” (Product Review). *Key Words* (Bulletin of the American Society of Indexers), vol. 13, no. 4, October-December 2005.
- “Enhanced Site Searching with an A-Z Index.” *The Informer* (Newsletter of the BCS Information Retrieval Specialist Group), Edition 15, Summer 2005.
- “Cronin, Blaise, Editor, *Annual Review of Information Science and Technology (ARIST)*, Volume 3.” (Book Review). *Key Words* (Bulletin of the American Society of Indexers), vol. 13, no. 3, July-September 2005.
- “Intranet Indexing: Finding Content from A to Z.” *Intranets*, vol. 8, no. 2, March/April 2005.
- “A-Z Indexes to Enhance Site Searching.” *Digital Web Magazine*, January 5, 2005.
- “A-Z Web Site Indexes Explained.” Sitepoint.com, December 6, 2004.
- “NAICS Codes: A New Industry Classification System.” InSite Pro Industry Insights, September 1997.
- “Standardizing Cyrillic Software.” *Multilingual Computing*, vol. 5, no. 1, January/February 1994.
- Articles for reference books: *International Directory of Company Histories*, *Encyclopedia of American Industries*, *Global Industry Profiles*, *Encyclopedia of Business*, and *Annual Obituary*, St. James Press, Detroit, Michigan, 1992 - 1996.

Publications: Book

Indexing Specialties: Web Sites. Medford, NJ: Information Today Inc., 2007.

Presentations

- “Creating Web Site A-Z Indexes,” Golden Gate Chapter of the American Society of Indexers. November 11, 2007, San Mateo, California.
- “Making Decisions in Creating Taxonomies,” Taxonomy Boot Camp. November 8, 2007, San Jose, California.
- “Website Indexing Workshop,” Netherlands Indexing Network. August 4, 2007, Driebergen, Netherlands.
- “Website Indexing,” Society of Indexers 50th Anniversary Conference. July 14, 2007, London, England.
- “Creating Website Indexes” pre-conference workshop, American Society of Indexers Annual Conference. May 24, 2007, Philadelphia, Pennsylvania.
- “Designing a Web Site for Freelance Indexing Services” and “Writing for ASI” panel, American Society of Indexers Annual Conference. May 25, 2007, Philadelphia, Pennsylvania.
- “Teaching Information Findability to Kids,” Simmons College Graduate School of Library and Information Science. March 24, 2007, Boston, Massachusetts.
- “Creating Indexes on Web Sites and Intranets,” Society for Technical Communication Web Telephone Seminar. February 7, 2007.

“Freelance Indexing,” Boston Chapter of the Editorial Freelancers Association, December 5, 2006, Arlington, Massachusetts, and Central Massachusetts Chapter of the Editorial Freelancers Association, November 15, 2006, Stow, Massachusetts.

“Creating A-Z Indexes for Web Sites, Intranets, and Online Courses” and “Findability” panel, Documentation and Training, October 4, 2006, Boston, Massachusetts.

“Indexing Nonfiction for Children,” New England Chapter of the American Society of Indexers Fall Conference, September 30, 2006, Waltham, Massachusetts.

“Creating Website Indexes” post-conference workshop, American Society of Indexers/Indexing and Abstracting Society of Canada joint conference, June 17, 2006, Toronto, Ontario, Canada.

“Designing a Web Site for Freelance Indexing Services,” New England Chapter of the American Society of Indexers Spring Meeting, April 29, 2006, Chelmsford, Massachusetts.

“The Usability of A-Z Indexes for Site Search and Findability,” Fifth Annual Boston UPA Chapter Mini-Conference: Usability and User Experience 2006, March 30, 2006, Natick, Massachusetts.

“Indexing and Taxonomies,” Earley & Associates Taxonomy Community of Practice Webinar, March 29, 2006

“A-Z Indexes for Content Searching,” CM Pros Summit, November 28, 2005, Boston, Massachusetts.

“Web Site Indexing: Techniques and Issues,” New England Chapter of the American Society of Indexers Fall Conference, September 24, 2005, Worcester, Massachusetts.

“A-Z Indexes for Superior Site Searching,” Online SIG of the Society for Technical Communication (STC) Boston Chapter, March 3, 2005, Lexington, Massachusetts.

“Controlled Vocabulary in Periodical Database Indexing,” Annual Conference of the Golden Gate Chapter of the American Society of Indexers: “Thesaurus Development and Controlled Vocabulary as Indexing Tools.” March 21, 1998, Berkeley, California.

Professional Affiliations

American Society of Indexers

Taxonomies & Controlled Vocabularies Special Interest Group of the American Society of Indexers, Manager

Web Indexing Special Interest Group of the American Society of Indexers, Manager (2005-2006)

New England Chapter of the American Society of Indexers, Vice President (2005), President (2006)

Information Architecture Institute

Content Management Professionals