

February 2017

## MAPW Alumni Profile: Scott Singleton

Follow this and additional works at: <https://digitalcommons.kennesaw.edu/mapwriting>



Part of the [Arts and Humanities Commons](#)

### Recommended Citation

(2017) "MAPW Alumni Profile: Scott Singleton," *MAPWriting*: Vol. 1 : Iss. 1 , Article 8.  
Available at: <https://digitalcommons.kennesaw.edu/mapwriting/vol1/iss1/8>

This Article is brought to you for free and open access by DigitalCommons@Kennesaw State University. It has been accepted for inclusion in MAPWriting by an authorized editor of DigitalCommons@Kennesaw State University. For more information, please contact [digitalcommons@kennesaw.edu](mailto:digitalcommons@kennesaw.edu).

# Scott Singleton



Scott Singleton and wife, Lucia, at Bear Lake, Colorado

For me, college was always about finding the right professor. As an undergraduate student at KSU, those professors were Dr. King and Dr. Watson; as a graduate student, they were Dr. Guglielmo and Dr. Harper. The best instructors challenged me and force me to grow—or perhaps they simply affirmed something I needed help affirming. I think this is even more important than selecting the right courses. I attended KSU for my bachelor's degree in English, and so the entire English Department has been invaluable to my work as a writer. My undergraduate degree was largely a foundational experience, and it was as a graduate student in the MAPW program that I learned to apply this foundation to specific industry-related skills. Without that application and development, I wouldn't be doing what I'm doing today. My studies in the MAPW program are an essential piece of everything I write.

In my first semester of the MAPW program, I interned at the KSU College of the Arts (COTA). That internship led to a part-time job as an Editorial Assistant, which led to a full-time job as a Communications Professional (also at COTA). Without that experience, I would never have been able to jump into a full-time technical writing position so soon after graduating. Working at KSU while participating in the MAPW was the perfect blend of learning and applying.

Along with three other MAPW students, I participated in a Conference on College Composition and Communication (CCCC) in Las Vegas, NV in 2013. Our project came out of our work in Dr. Guglielmo's course on Writing for Social Media. Under her guidance and expertise, we put together a presentation with the theme of social media and the public work of composition, and

I presented on the idea of remix and how social content can conflict with copyright law, and how to address these issues in the composition classroom. That presentation eventually became the subject of my capstone and it was a fantastic experience. The Bedford-St. Martin's sponsored party on the hundredth floor of the Stratosphere hotel was another highlight of the trip! I thoroughly enjoyed attending and participating in the academic conference, and I'm grateful for Dr. Guglielmo's guidance in the whole process. Although I chose another direction for my career, I appreciated the glimpse inside the world of teaching college composition I was afforded.

While a student in the MAPW program, I was fortunate enough to take one creative writing course. It was Play Writing, and it was a blast—a nice break from my applied courses. With no previous experience in play or screen writing, it was challenging at times, and work-shopping my play to the whole class was a new experience. The creative writing students were awesome and hilarious, and I'm glad I took that course, even if I'm currently not writing any scripts. However, if I were ever to pursue a side project, it would definitely be a screenplay. I'm a big film fan, and I find the process of writing a screenplay and bringing it to life on the screen fascinating.

A few months after graduating from the MAPW program, I began work as a Technical Writer/Editor for a local software company. I've been here nearly three years and it's going really well. I write the documentation for the software (user guides, release notes, etc.) and all the marketing copy (website, emails, social, advertising, case studies, press releases, direct mail, newsletters, convention materials, etc). We are a small company, so I get to write both technical documentation and marketing copy. Not all technical writers participate in marketing, but I really enjoy it. The marketing work can break up the monotony of documentation, and the documentation can offer a nice cut-and-dry escape from the world of digital marketing, which can be difficult to track and measure the impact of our campaigns. It's a good balance. I also edit all mass communications for the company and maintain a variety of internal documentation. I just completed all of our website's copy. The company adjusted its marketing strategy for our web content and focused on increasing our SEO efforts, which were in need of adjustments, due to recent search engine changes. We are also increasing our email marketing and social networking efforts.

I do get to write some creative non-fiction occasionally, but that's at a minimum these days. I try to stretch as much as I can, mostly non-fiction—history, biographies, baseball, theology, technology, writing, etc. With the exception of my job, I don't get much of an opportunity

to engage in writing activity as much as I would like. My wife and I welcomed our second boy in June 2016—our first is two years old, so nearly all my free time is happily spent with them. My family spent some time in Colorado last year for our anniversary. We stayed in Denver and visited Rocky Mountain National Park and Boulder.

If I were to give advice to incoming MAPW students, I would let them know that it is helpful to identify and write down their goals for the program. This should help them to decide on the appropriate concentration, courses, and professors. One of the strengths of the program is the range of courses. I really enjoyed taking courses on technical editing and teaching writing at the same time, since teaching was my backup plan, and something I might still pursue one day. Although the range of options is one of the strengths of the program, if students do not develop a strategy and plan ahead of time, they might not get the most out of the program.



Scott Singleton and son, Cormac

## More about me:

[Capstone](#)

[Kennesaw Journal of Undergraduate Research](#)

[Flycatcher](#)

[Twitter](#)