

## Skills

Technical Writing  
UX Writing  
Information Architecture  
Content Design  
Content Strategy  
UX Research  
Graphic and Web Design  
Video Production  
Animation  
Audio Production  
Instructional Design  
Agile Methodology

## Summary

I'm a technical writer and content strategist with a background in UX. For 23 years, I've produced content for mobile apps, desktop products, websites, and games.

I'm passionate about creating holistic, human-centered content experiences. I'm guided by empathy and obsessively focused on the user's needs, but I also believe the right content achieves real, measurable business objectives.

A systems thinker who brings order to chaos, I have a knack for synthesizing massive amounts of complex information and then organizing and presenting it in a simple, clear, compelling way.

I'm a problem solver at heart, and I collaborate cross-functionally to create stellar content under tight deadlines without sacrificing quality. I'm endlessly curious about emerging technologies, and I learn new tools and technologies quickly.

## Experience

### Salesforce • Content Strategist & Technical Writer

San Francisco, CA • 2022–2023 *(Contract)*

- Developed the content strategy for the Agile Coaching Team. Conducted stakeholder interviews and user research to identify and prioritize the top content needs of agile teams at Salesforce.
- Mapped content journeys for user personas.
- Conducted a card sort study to define a new, scalable information architecture for the Salesforce agile development website, which serves thousands of employees.
- Designed the team's website in Illustrator and implemented the site in Confluence. The redesigned site increased year-over-year growth of unique viewers from 17% to 46%.
- Implemented the team's content strategy by creating high-impact content for the team's website. The new content consistently ranks as the most popular content on the site.

### Salesforce • Content Strategist & Technical Writer

San Francisco, CA • 2018–2021 *(Contract)*

- Developed a curriculum for teaching product content strategy at Salesforce. Conceived, researched, planned, and wrote two Trailhead training modules about content strategy and operations. The modules are required onboarding for new content strategists on the Content Experience team.
- Restructured and redesigned the Content Experience team's 1,100-page website of internal standards and guidelines. Inventoried and audited all content. Conducted UX research to create a new, scalable information architecture. Designed the site's home page and built the entire Confluence site.
- Created guidelines and best practices for the Content Experience team's Confluence site, including sections about user research, content strategy, online help development, and content maintenance.
- Produced an in-app animated video for the launch of the Customer 360 Data Manager product. Wrote the script, designed artboards, animated the graphics, recorded the voiceover, produced music, and edited audio.

## Tools

Oxygen XML  
Arbortext XML  
DITA  
HTML / CSS  
Perforce  
Adobe Creative Suite  
Figma  
Confluence  
Camtasia  
SnagIt  
Articulate  
Captivate  
Google Workspace

## Experience (continued)

### Salesforce • Content Writer, Trailhead

San Francisco, CA • 2016–2018 *(Contract)*

- Developed a complete learning path in Trailhead that teaches customers how to get up and running with Salesforce mobile apps.
- Partnered with subject matter experts and stakeholders to plan and scope requirements. Researched, outlined, and wrote all four Trailhead modules in the trail. Developed quiz questions and interactive challenges. Designed graphics and produced a video.

### Salesforce • Lead Content & UX Strategist

San Francisco, CA • 2012–2014 *(Full-Time)*

- Led the initiative to create Salesforce's first voice and tone guidelines. Conducted research and facilitated a cross-functional design workshop to determine Salesforce's brand values and personality. Synthesized the research and wrote the original version of the voice and tone guidelines in 2013.
- Led the high-level strategy for delivering in-app content that helps customers learn Salesforce products.
- Developed UX principles for user engagement and onboarding to guide the design of content experiences. Collaborated closely with the UX team to define and update design patterns for user assistance components.
- Conducted user research and performed competitive analyses. Designed wireframes and prototypes to explore how to improve the in-app content experience.

### Salesforce • Lead Technical Writer & UX Writer

Santa Monica, CA • 2006–2012 *(Full-Time)*

- Created and maintained content for Salesforce's suite of mobile apps, including UI copy, videos, help topics, guides, tip sheets, and release notes.
- Collaborated with PM and engineering to design the very first onboarding experience for a Salesforce product: a Getting Started tab in the mobile app with tips for new users.
- Worked with the documentation architect to develop the first HTML build that was optimized for mobile browsers, then produced Salesforce's first online help system for mobile phones.
- Created a mobile style guide for other writers to follow. Worked with the localization team to establish a process for translating mobile content.
- Pioneered the team's efforts to produce tutorials by creating a Visualforce Mobile video. Wrote best practices and guidelines for video creation.

### Tomo Software • Writer & Game Designer

Los Angeles, CA • 2004–2006 *(Full-Time)*

### Amicas • Instructional Designer & Technical Writer

Daytona Beach, FL • 2001–2004 *(Full-Time)*

## Education

Florida State University, Tallahassee • MA in English • 2011

Florida State University, Tallahassee • BA in English • 1993