

Senior Technical Writer

Expert technical writer specializing in software development environments, recognized for designing external documentation and training that resonates with personality-based audience values for specific outcomes.

Leveraging a rich 20+ year career in technical communications and experience teaching graduate-level technical writing at Seneca College, I possess the expertise to create diverse genres of deliverables expected of a senior technical writer. In my tenure as Director of Product Development at Codebreaker Technologies, LLC, I excelled in producing clear, user-friendly technical communications and instructional materials tailored to specific audiences across a variety of platforms. Skilled in strategic planning, project management, and e-learning development, I streamline processes for on-time, budget-conscious project delivery. Recognized for critical thinking skills, meticulous attention to detail, and a commitment to continuous improvement, I am passionate about keeping up with the latest AI technology to optimize learning experiences and enhance user satisfaction.

[Link to writing samples including API Documentation Plan](#)

Areas of Expertise:

- External Product Documentation
- Certified Professional Technical Communicator (CPTC™)
- Retailer Industry Experience
- Collaboration and Stakeholder Engagement
- Simplification of Complex Concepts
- Personality-based Adaptive Content
- Process Improvement
- Adaptability in a Challenging Environment

Professional Experience

Codebreaker Technologies, LLC – Las Vegas, NV (remote with travel)

DIRECTOR OF PRODUCT DEVELOPMENT (2022 to present)

As liaison between the engineering and executive team, directed transition of training and tech solutions to a new platform. Oversaw the entire product development lifecycle, from ideation to launch, ensuring products met market demand and aligned with company goals. Spearheaded the evolution of all training curricula to better incorporate adult learning theory – developing comprehensive and engaging educational materials that align with the B.A.N.K.® Methodology. Completed a seamless integration of new curricula with the LightSpeed VT Learning Management System, enhancing the learning experience. Collaborated with interim CTO on the product management of our suite of decoding and AI tools, driving innovation and ensuring the alignment of technological solutions with educational goals.

Trios College Business Technology Healthcare Inc. – Mississauga, ON

INSTRUCTIONAL DESIGNER (2020 to 2022)

Wrote course outcomes and learning objectives for the *Cyber Security – Canadian Context* two-year graduate certificate with Sault College (14 courses). Owned ADDIE curriculum lifecycle for *Health Care Leadership – Canadian Context* two-year graduate certificate with Sault College (16 courses) and directed program coordinators and instructors in the rapid shift to remote and hybrid learning due to COVID-19. Directed integration of ELT writing improvement program. Collaborated with Manager of Digital Learning team to document course development workflow standards in Brightspace. Designed and developed learning object templates for team of instructional designers.

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Seneca Polytechnic, School of Media – Toronto, ON

PROGRAM COORDINATOR AND PROFESSOR (2017 to 2019)

Coordinated the Technical Communication program, a one-year, graduate-level certificate with a co-operative education term. Expertly crafted and taught a diverse range of document design strategies, essential technical writing principles, and business writing best practices. Curriculum development efforts were geared towards empowering students to effectively structure documents, integrate visual elements strategically, and apply key communication strategies to enhance clarity and impact in various business contexts for different audiences.

Selected Contributions:

- Successfully championed moving Co-op semester to end of program as part of formal Summative Review process and presented findings to Dean, Faculty of Communication, Art & Design and VP of Academic.
- Positioned Technical Communication students for academic and employment success by advising them on courses and job preparation; liaised with Co-operative Education Coordinator and prospective employers.

Codebreaker Technologies, LLC – Las Vegas, NV (remote with travel)

CURRICULUM DESIGNER (2015 to 2017)

Learning management lead and curriculum designer for B.A.N.K.®, a sales methodology scientifically proven to accurately predict buying behavior in real time by up to 300%. Led development team in the instructional design and production of comprehensive program curriculum which featured fully scripted train-the-trainer materials, slide decks, customized marketing campaigns, and sales collateral. Collaborated with technical team to design the learning management interface in LightSpeed VT.

Selected Contributions:

- Resurrected the B.A.N.K.® product suite during a time of business hardship; Codebreaker Technologies is now a multimillion-dollar sales training and technology success story.
- Advised over 100 certified trainers in the international Codebreaker community, providing quality assurance and support for ongoing technical and training performance improvement in training delivery.

Seneca Polytechnic, School of Media – Toronto, ON

PROGRAM COORDINATOR AND PROFESSOR (2011 to 2013)

Leveraged relationship with the international Society for Technical Communication (STC) to initiate curriculum updates that aligned Seneca College's Technical Communication graduate certificate with STC's Certified Professional Technical Communication (CPTC™) accreditation process. This validated the cooperative education experience and quality of work produced by graduating students. Collaborated with professors to reduce curriculum duplication through a curriculum audit, competencies matrix, and changes to assessments that enabled a more comprehensive and career-focused learning experience for students that resonated well with co-op employers.

Selected Contributions:

- Expanded Program Advisory Committee (PAC) by inviting the STC Toronto Chapter directors and the Vice President, Development at Siemens Enterprise Communications.
- Championed curriculum update by introducing more relevant projects and assessments for student job-readiness while ensuring curriculum maintained regulatory compliance with approved learning outcomes.

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Qualicom Innovations – Toronto, ON

INSTRUCTIONAL DESIGNER, TRAINER AND TECHNICAL WRITER (2008 to 2011)

Steered end-to-end design, refinement, and delivery of content-based training for software solutions and IT consulting services. Used MadCap Flare to single source a full suite of products, including online help resources, user manuals, training guides, and product demos, which reduced content development hours, improved consistency and quality of materials, and reduced margin of error when implementing changes.

Selected Contributions:

- Garnered STC International Award of Merit in recognition of outstanding product development of SaskTel's Retail-IT Point of Sale and Bill Payment System Training Guide.
- Created updated training solution and facilitated the associated train-the-trainer course, which involved working with IT to build a classroom with 15 point-of-sale (POS) machines and a complex, protected data environment.
- Utilized excellent public speaking, presentation, and leadership skills to emcee the annual Christmas party two years in a row; recorded professional voice-overs for customized training materials.

Siemens Enterprise Communications – Markham, ON

PRODUCT MANAGER, CHANNEL SUPPORT (2003 to 2007)

Steered product development for Siemens' enterprise contact centre software suite that provided presence-enhanced first contact resolution. Managed all phases of product change requests and requirements documentation from initiation to final roll-out and communicated updates and releases to stakeholders.

Selected Contributions:

- Ensured robust and consistent results across both direct and indirect channels by developing and refining all components of the global community knowledge base.
- Worked closely with software architects to develop presentations and speaker notes for knowledge transfer events of major product releases.
- Coordinated and developed instructional materials for onboarding and training events.

Relevant Tools and Technology

With over 20 years' experience in Technical Communications and Instructional Design, I adapt quickly to using preferred technology and best practices regardless of the role I take on. Most recently, I have been using:

Amazon Web Services | SharePoint | Microsoft Word | Microsoft PowerPoint | Microsoft Teams | Canva | Snagit | Clipify | YouTube | Vimeo | Loom | SharePoint | Adobe Acrobat Pro | Adobe InDesign | Adobe Photoshop | Google Docs | WordPress/Elementor | Wix | ClickUp | Lightspeed VT | D2L/Brightspace | Visual Studio Code | Figma | Miro | Lucidchart | Direct Scale Web Office | ChatGPT 4.0

Education and Credentials

Bachelor of Arts, Joint Honours in Recreation and Leisure Studies & English – Rhetoric and Professional Writing

University of Waterloo, Co-operative Program – Waterloo, ON, 1992 to 1997

Certified Professional Technical Communicator (CPTC™), 2018 to Present

Certified Codebreaker Technologies B.A.N.K.® Level 5 Trainer, Licensed, 2016 to Present