

Senior Technical Writer, Education

Content Strategy / Product Development and Launch / Concept Creation
Diverse Products and Services / Full Lifecycle Project Management / Content and Collateral Development

High-energy and vision-oriented **Technical Writer, Content Strategist, and Instructional Designer** with an outstanding track record of success optimizing client, customer, and end-user experiences. Demonstrated mastery over written and verbal communications; able to translate complex technical language into single-sourced online help, user guides, marketing materials, and training courses. Skilled at engaging key stakeholders in delivering robust product strategies and designs that are responsive to metrics and geared towards delivering a positive user experience.

Entrepreneurial and results-focused approach towards content design and development underscored by cross-functional leadership abilities and effective project management tactics. Strong technical writing and documentation background complementing extensive experience in marketing collateral development and design, as well as event management. Leverage comprehensive understanding of project road mapping, task delegation, and team leadership to deliver high-impact, market-ready information products across various industries.

Areas of Expertise:

- Product and Engineering Collaboration
- Waterfall/RUP/Agile Methodologies
- Retail Documentation and Training
- Instructional Materials Development
- Sales and Marketing Strategy
- Technical and Product Documentation
- Task Prioritization and Delegation
- End-User Experience
- Customer-Facing Content Development
- Fast Learner of Technical Authoring Tools

Professional Experience

TRIOS COLLEGE BUSINESS TECHNOLOGY HEALTHCARE INC. – Mississauga, ON

Instructional Designer (2020 to present)

Develop new courses for healthcare and information technology programs for the triOS/Sault College partnership, working closely with subject matter experts. Support instructors and program directors in the remote and hybrid learning environment. Collaborate with Manager of Digital Learning team to document course development workflow standards in Brightspace. Design and develop learning object templates for instructional designers.

SENECA COLLEGE SCHOOL OF MEDIA – Toronto, ON

Coordinator / Professor (2017 to 2019)

Managed the Technical Communication program, a one-year, graduate-level certificate with a co-operative education term. Developed curriculum and taught advanced technical writing, document design, and business writing courses.

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 academics and job preparation; liaised with Co-operative Education Coordinator and prospective employers.

...continued...

CODEBREAKER TECHNOLOGIES – Las Vegas, NV (remote work with travel)

Vice President of Product Development / Learning Management (2015 to 2017)

Content strategist and executive instructional designer for B.A.N.K.®, a sales methodology scientifically validated to accurately predict buying behavior in real time by up to 300%. Collaborated with CEO and 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 LMS 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 B.A.N.K.® community, providing quality assurance and support for ongoing technical and training performance improvement in training delivery.

SENECA COLLEGE SCHOOL OF ENGLISH AND LIBERAL ARTS – Toronto, ON

Coordinator / 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.

QUALICOM INNOVATIONS – Toronto, ON

Technical Writer / Instructional Designer / Trainer (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 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.

...continued...

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.

Additional Experience

Consultant | *Double Tall Consulting contract with John V. Hedtke, Portland, OR:* Collaborated with team to optimize consumer experience by providing documentation and training development teams with expert guidance. Audited current performance through data collection, customer interviews, and documentation assessments. Identified areas for improvement and issued recommendations through a formal report and implementation guidelines.

President | *STC Toronto, Toronto, ON:* Directed the vision of STC Toronto with a focus on change management, expanding the professional network through business alliances and striving for innovation through facilitating member/leadership collaboration. Chaired monthly community council meetings and directed 15 portfolio managers—leading them through strategic planning, budget preparation, and meeting their commitments. Filed incorporation paperwork that certified the chapter as an Ontario non-profit organization and facilitated the annual bylaws revision and reporting process.

Leadership Day Chair | *STC International, Fairfax, VA:* Coordinated remote communications channel for international community leaders and the Board of Directors/staff. Advised community leaders on problem resolution. Led programs designed to strengthen STC communities in collaboration with the STC Board and staff. Oversaw new leadership orientation and developed training materials and job aids. Mentored STC Leaders (and future leaders) of special interest groups, chapters, and society committees. Directed international teams in the planning, development, and execution of two very successful leadership events at the annual STC Summit.

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 4 Trainer, 2016 to Present

Professional Affiliations

- Member of The Institute for Performance and Learning, 2017 to Present
- Member of The Society for Technical Communication, 1998 to 2019
- STC Associate Fellow, 2015