ANNALISA WILLIAMS

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TECHNICAL WRITER

API DOCUMENTATION | UX COPY | CONTENT MANAGEMENT

➢ Highly adaptable, self-starter who quickly learns new technology and creates engaging, easy-to-follow documentation with a focus on customer satisfaction.
➢ Experienced in collaborating with software developers to create accurate content for customers on technical and non-technical subjects.
➢ Creates tangible results for businesses by creating efficient processes and focusing on revenue generating opportunities.

CORE COMPETENCIES

Technical Writing | API Documentation | Web Design & Development | HTML 5/CSS

UX Copywriting | Business-to-Business (B2B) Products | Content Management

SOFTWARE TOOLS

MadCap Flare | Azure API Management | Postman | ReadMe.io | Swagger | Snagit | GitHub

PROFESSIONAL EXPERIENCE

Technical Writer | META   September 2022 – Present

Developer documentation specialist hired by Meta to work on the newly-acquired Kustomer subsidiary's developer documentation. Responsible for product documentation site maintenance. Product documentation focus on in-product app integrations, product automation systems, and platform core features.

- Established API documentation workflow and trained technical writing team on writing and tools for working on API documentation; developed team roadmap for updating API documentation.
- Created an API documentation style guide to bring consistency across multiple teams for both developers and writers contributing to API documentation.
- Wrote transition guidance article for customers migrating to a new feature that is open-ended in customization options.
  - Received 100+ views between two articles for new customers or existing customers within first week of beta release enabling a quick onboarding multiple beta access users.
  - Articles are planned to be used as a guide for self-implementing customers who will not have access to higher levels of support assistance due to ease of setup by following documentation.
- Updated product documentation site HTML/CSS to match with branding guidelines of the product for a seamless customer experience.
- Provided UX copy guidance to UX designers on three separate teams and consulted with designers on copy for "Getting Started" wizards for complex features in the product.
- Collaborated with learning experience manager to identify learning team needs and connect them with resources from documentation to repurpose and/or reference for internal employee trainings.

Technical Writer | BRAINSTORM, INC   September 2021 – August 2022

Hired to create all-new documentation site for an in-development product and set standards for documentation for the organization as the first and sole technical writer for BrainStorm, Inc.

- Collaborated with CTO and developers to identify top priority endpoints needed for launching new product and reviewed APIs to ensure standards were followed.
- Created all-new documentation site with content for four unique customer and/or user personas.

Technical Writer | BRAINSTORM, INC *(Continued)*

- Improved usability of the product by providing UX copywriting; edited copy throughout product ensuring a professional experience.
- Developed customer onboarding process with Implementation and Customer Support Managers and wrote "Getting Started" product guide to accompany the technical set-up processes.

Technical Writer | GOLDPOINT SYSTEMS   June 2019 – September 2021

Contributed documentation and release notes for software products used by financial institutions. Drove process efficiency and handled special projects within the documentation team.

- Improved client access to API documentation and team processes for updating the documentation.
  - Designed and wrote content for the concept site side of API documentation.
  - Updated SwaggerUI documentation by writing/editing code comments in C# (used Azure DevOps and VisualStudio Code).
- Designed new home page for all-new Help Center and held primary responsibility for ongoing design changes in CSS for overall documentation site.
- Developed VB script saving countless hours of labor in formatting documentation.
- Ranked consistently in the top two most popular blog posts (most views, lowest bounce rate) out of team of 4-5 writers every month.

Freelance Writer | INDEPENDENT CONTRACTOR   2018 – 2019

- Created resumes, cover letters, and other job search collateral for clients for RedRocketResume.
- Wrote SEO-driven web content for businesses, specializing in business content and technology.

Technical Marketing Content Manager | PDQ.COM   March 2014 – March 2017

Came on as the first dedicated marketing hire at an IT software start-up. Developed marketing department processes and led business strategy in creating and delivering content targeting IT professionals.

Content Management

- Contributed articles and video content for use in technical documentation for IT administrators.
- Managed company blog on IT related subjects; handled scheduling weekly/bi-weekly post topics, SEO-optimization of content, and maintaining consistency in company brand communications.
  - Wrote technical blog posts ranging from how-to guides, product feature updates, and information on critical IT security risks.
  - Edited blog contributions for spelling, grammar, readability, and accuracy from internal developers, QA testers, and system administrators on technical topics.
- Developed technical quick-start guides for first-time product users geared toward ensuring a positive, successful first-time use of the product.

Voice of the Customer/Product Development

- Developed usability testing program as a resource to assist development team in decision-making to create more user-friendly, customer-focused products and features.

Marketing

- Improved open rates of automated emails by 10-20% through conducting A/B tests identifying relevant content and effective information delivery.
- Increased annual subscription renewals by 30% through automated email campaign.
- Presented ideas to steering committee for product features or upgrades based on feedback from customers and current trends.

EDUCATION

Bachelor of Science *(Graduated: 2013)* | UTAH VALLEY UNIVERSITY