DAVID CRAWFORD
TECHNICAL WRITER

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https://dg-crawford.github.io/writing-portfolio

Professional Summary: Versatile Technical Writer, highly skilled in developing clear, compelling instructional protocols, website content, and training materials; adept at requirement analysis, effective communication, and meticulous document management; relentless multitasker, proficient at leading projects and enhancing processes to optimize technical operations

WORK EXPERIENCE

OPTAFI – REMOTE | Leading provider of cloud transformation services
Technical Writer   *July 2023 to Present*

- Produced user documentation, including how-to guides, manuals, and reference materials for B2B clients, improving integration of SaaS and cloud platforms, such as Microsoft Azure and Google Cloud, to elevate understanding of complex information across users
- Documented and updated articles in ServiceNow and internal Wiki using Markdown and Word for consistent communication while collaborating with SMEs, including Software Engineers, Solutions Architects, and Project Managers
- Authored troubleshooting guides for Windows and Linux systems designed to reduce end-user downtime by 20% and ensure compliance with operational standards
- Established a structured, streamlined workflow, cutting documentation completion time by an estimated 75%, enabling faster knowledge transfer for client technical teams
- Applied AI and GPT tools to gather background information and expand on complex topics, enabling more profound research and efficient drafting of specialized technical processes

VILLAGEMD – HOUSTON, TEXAS | National leader in value-based primary care
Technical Writer   *September 2021 to August 2023*

- Developed documentation using Microsoft Word, PowerPoint, Visio, and Adobe Acrobat, including how-to video recordings, job aids, medical protocols, and short manuals designed for the highly compliance-driven healthcare industry
- Edited existing documentation and updated protocols and standard operating procedures (SOPs) to maintain accuracy, relevancy, and adherence to an internal style guide
- Interviewed and collaborated with subject matter experts (SMEs) to document processes, policies, role expectations, and training materials tailored to their expertise to leverage continuous learning
- Overhauled and streamlined documentation processes using Excel, Outlook, and Power Automate, reducing the time for many updates from weekly to daily
- Developed a new repository using SharePoint and Confluence that received a 90% user satisfaction rating
- Increased agent and doctor engagement with the knowledge database by 258% since implementation
- Led a team of executives and national directors to plan and execute medical protocol changes at call center and clinic levels

FREELANCE – REMOTE | Various clients throughout the U.S.
Writer & Editor   *June 2020 to July 2023*

- Provided customized writing, editing, and proofreading services to clients, tailoring tone and style to target specific audiences
- Acquired specialized expertise in JSON, XML, and documenting REST APIs through the completion of highly regarded Udemy certifications, enabling the creation of clear and concise API documentation for developers
- Developed and wrote 23 pages of keyword-rich website content that boosted the client's search rankings and doubled organic leads from website traffic
- Edited and rewrote a website and marketing materials, resulting in a 75% increase in web traffic and a 200% increase in leads
- Researched and studied coding languages, including HTML, to brainstorm the best implementation of website content
- Managed and wrote copy and creative work for a video game mod, resulting in a 5-star rating from 2,500+ reviews

SCORPION MARKETING – VALENCIA, CALIFORNIA | Provider of technology services to U.S. small businesses
Content Manager
- Researched and wrote extensive creative copy, including blog articles, website content, and marketing emails for marketing and SEO specialists, project managers, and individual clients, enhancing the success of respective business goals
- Adhered to diverse tone and style specifications in alignment with project requirements to ensure web pages, blogs, and other marketing writing materials maintained the company's message
- Built a reputation for creating accurate, grammatically sound content targeting specific audiences

THE PAISANO – SAN ANTONIO, TEXAS | Independent newspaper of the U. of Texas, San Antonio
Assistant Managing Editor
- Established a new style guide to ensure all writers followed the same rules and regulations
- Managed a group of 15 writers and editors who reduced publication errors through meticulous editing to elevate journal quality and accuracy
- Contributed to 50% growth in social media engagement by selecting relevant, compelling journal content
- Earned promotion from copy editor to assistant managing editor for leadership and editing capabilities

SAGEBRUSH REVIEW – SAN ANTONIO, TEXAS | Student-run literary and art journal
Intern
- Expanded submissions by writing and launching a high-impact email marketing campaign that targeted over 100 new leads at universities nationwide
- Contributed to marketing operations by identifying, researching, and reporting on advertising opportunities

NVATE – REMOTE | Magazine focused on innovative new ideas, products, and research
Content Writer
- Conceptualized and pitched articles on healthcare, technological, and scientific topics, including sleep and nutrition studies, blue light filtering applications, and eco-friendly appliances

EDUCATION

Bachelor of Arts in English Literature, Creative Writing | University of Texas at San Antonio, San Antonio, TX

CERTIFICATIONS

JSON and XML for Writers | Learn API Technical Writing | Udemy | June 2023
HTML Essential Training | Linkedin | December 2020
SEO Foundations | Linkedin | November 2020

SKILLS

• Complex Technical Writing	• AP	Chicago	MLA Styles	• Automation Document Design
• Content Writing	• Email Marketing	• Google Analytics
• Proofreading & Editing	• SME Collaboration	• Technical Research/Interviewing
• Keyword Optimization	• Markdown	• Web Authoring
• SOPs	• Blogging	• Graphic Design
• SEO Research	• Landing Pages	• Product Document Optimization

Applications: SharePoint | Confluence | OBS | REST API | GitHub | CSS Camtasia| Power Automate CMS |Visio | JSON | XML | HTML | CSS | Slack | Outlook | MS Office Suite