LAWRENCE VELASQUEZ

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SUMMARY

Highly experienced and dedicated professional with over 15 years in **technical writing**, **project management**, and compliance. Proven ability to significantly enhance **digital employee experience (DEX)** by creating clear, user-centric content that drives effective adoption of new tools and processes. Possesses strong analytical skills, including SQL and advanced data analysis, alongside a track record of improving Service Level Agreement (SLA) health, managing risks, and boosting Project Management efficiency. Recognized for commitment to integrity and clear communication.

PROFESSIONAL EXPERIENCE

Technical Support Representative I & II

The Hillman Group – Tempe, AZ | September 2019 – Present

- Served as a Subject Matter Expert (SME), leading **proposal writing** for Loss Prevention initiatives.
- Authored and refined **Standard Operating Procedures (SOPs)**, transforming complex information into clear, actionable procedures, detailed **training materials**, and effective proposals.
- Improved **usability of internal documentation** through development and implementation of essential SOPs and training courses.
- Contributed to a 30% increase in client sales by providing well-documented processes, reducing callbacks for common issues.

Senior Technical Writer

Wollborg Michelson – Phoenix, AZ | August 2022 – September 2023

- Managed the end-to-end creation of **Standard Operating Procedures (SOPs)** for **Salesforce** and other company-wide tools, ensuring quality, consistency, and usability in **training courses**.
- Reduced Average Handle Time (AHT) by 25% (10 minutes) through strategic improvements to **Knowledge Base (KB) articles** and internal linking.
- Applied advanced customer service skills, focusing on explicit, concise, and simple communication, always considering the audience and maintaining an active voice.

Project Manager | Compliance Specialist | Senior Technical Writer

Endurance International Group – Tempe, AZ | July 2016 – September 2019

- Functioned as a Program Manager for Software as a Service (SaaS) solutions, with expertise in upselling cloud hosting and VPN services.
- Developed comprehensive **SOPs within Confluence** and streamlined workflows through accurate **documentation**, boosting operational efficiency.
- Contributed to a 25% sales increase by successfully implementing new processes and SOPs.
- Led a complex project, managing 65 individuals across four departments, demonstrating strong **cross-functional collaboration** abilities.
- Oversaw six departments simultaneously as Project Manager, consistently meeting overlapping deadlines.

Senior Pharmacy Help Desk Agent | Technical Writer

CVS Health – Tempe, AZ | November 2009 – June 2016

- Acted as a Subject Matter Expert (SME) for the Federal Employee Program (FEP), providing vital departmental support.
- Created **training documents** and translated complex technical information into clear, easy-to-understand language for end users.
- Consistently resolved over 65 escalated client pharmacy and insurance issues daily.
- Contributed to the professional development of over 500 individuals, enhancing team capabilities.

KEY SKILLS

Management: Key metrics achievement, **cross-departmental collaboration**, workforce optimization, executive leadership, emotional intelligence, strong interpersonal skills, customer satisfaction. | **Sales & Marketing:** Delivering SaaS solutions, exceptional customer service for sales growth, building strong market reputation, effective descriptive selling, negotiation. | **Project Management:** Designing intricate workflows, drafting precise release notes, fine-tuning business operations for efficiency, utilizing **data visualization** and analysis for strategic decisions, **documentation frameworks**, **goal-setting**, **workforce planning**, **project execution**. | **Technical Writing & Communication:** Crafting compelling proposals, developing clear **procedures** and **training materials**, meticulous **documentation review** and organization, driving process improvement, quality assurance, simplifying complex technical terms for diverse audiences, keen attention to detail in editing, **content strategy**, **user guides**.| **Technical Proficiency:** Extensive coding experience including **MySQL, Bash, Shell, and Python**, solid understanding of computer networking principles. | **Tool Utilization:** Experienced in creating **Knowledge Base (KB) articles** for **Salesforce, ServiceNow, Confluence**, and **JIRA**, proficient with **HTML, CSS, Tableau**, and **SharePoint**. Experience with **content management systems**.| **Data Analytics:** Leveraging analytics tools for predictive insights and sales data, leading to improved outcomes, increased productivity, and reduced losses. | **Deep Learning:** Capable of generating AI results with natural human responses and providing constructive feedback to AI-generated content.

EDUCATION

Associate of Arts – Computer Machining Technology
Licking County Joint Vocational School | Newark, OH | 1998 – 2000

CERTIFICATIONS & PORTFOLIO

Portfolio: ellvii.me
GitHub: github.com/EllVii/ellvii-sauces
Certifications: Introduction to Python, Python Programming (Upskillist, 2023)