

# Grace Brunina

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Current role	Content Manager at NBC Sports Next
Experience	Enterprise, Payments, Communication, Subscription, Events, SaaS, Sports
Technologies	Adobe Creative Suite, AWS, Okta, InDesign, Intercom, JIRA, Canva, Confluence, HTML, Salesforce, Google Analytics, Wordpre...

**Outside of work I...**  
Spend a lot of time with my family, making memories. We love going to theme parks and hiking the adirondacks.

## Work experience

**Content Manager, [NBC Sports Next](#)**  Aug 2021 – Present (1y 10m)

Online registration and management for youth sports & golf.  
Enterprise · Payments · Communication · Subscription · Events · SaaS · Sports

Adobe Creative Suite    AWS    Okta    InDesign    Intercom    JIRA    Canva    Confluence

- Managed and mentored a remote team of 5 content writers across different time zones, driving continuous growth through regular one-on-one meetings and personalized development plans.
- Implemented strategies to improve customer education and reduce inquiries, achieving deflection rates ranging from 75% to 96% by updating content protocols and techniques.
- Established a comprehensive content governance plan, standardized creation processes, and raised team's content quality to an impressive 98%.
- Collaborated with 15 product teams, utilizing Agile Principles and detailed project documentation to successfully deliver over 1000 stories/tasks per year, maintaining a 97% satisfaction rate.

**Content Team Lead, [SportsEngine](#)**  Jan 2019 – Aug 2021 (2y 7m)

Adobe Creative Suite

- Streamlined customer support processes by implementing continuous improvement activities, positioning content as the primary resource for end users.
- Fostered strong cross-functional relationships with departments such as Product and Marketing to ensure seamless alignment of product training and support for both internal and external users.
- Enhanced brand consistency and readability by optimizing all published content according to brand standards and technical writing best practices.

**Help Content Specialist, [Sports Illustrated Play](#)**  Jun 2016 – Dec 2018 (2y 6m)

AWS    HTML    Salesforce    Intercom    JIRA

- Developed a user-friendly and standardized style guide to improve the clarity and accessibility of help/training content, resulting in improved customer satisfaction.
- Conducted needs assessments to determine content requirements, leading to a 72% decrease in support inquiries through optimization of articles, guides, and UX copy.

- Fostered effective collaboration and efficiency by establishing and maintaining relationships with key stakeholders across departments.
- Improved user engagement by enhancing the readability of technical documents for non-technical audiences, contributing to a 40% increase in user engagement.

#### Technical Support Team Lead, Sports Illustrated Play

Jun 2013 – Jun 2016 (3y)

Google Analytics   Salesforce   Wordpress   JIRA

- Implemented a comprehensive training program, resulting in a 20% boost in morale and contributions during turbulent times, while maintaining 100% staff retention.
- Developed innovative solutions to strategically address organizational needs, leading to a 10% increase in customer satisfaction.
- Established regular meetings to align support team objectives and strategies with customer-centric approach, driving successful change management and shaping the team's future.

#### Technical Support, SportsSignup

Jun 2011 – Jun 2013 (2y)

- Provided exceptional technical support to customers through phone and email, resulting in a 98% customer satisfaction rating.
- Developed and maintained a comprehensive support center and blog with over 150 informative articles, increasing self-service usage by more than 50%.

## Education

### SUNY Delhi

BS Business and Technology Management

## Snippets

### Elevio Customer Success Story @ [elev.io](https://elev.io)

Elevio and I worked together to create a customer story outlining the overnight success of one of the help centers I created. It's still one of the highest performing, and they haven't needed to hire another person to support it since it's inception!

### Github @ [github.com](https://github.com)

My GitHub profile – trying to expand my skills while also documenting my content management process.

### No Stress Self Service TikTok @ [www.TikTok.com](https://www.TikTok.com)

Expanding my skills to create short form videos teaching others my favorite tips and tricks.

## More about me

### At work I'm best at...

Meeting problems with innovative solutions and being "the knower of all things."

### I'm making a career change because...

I want to use what I've learned over the past 12 years of my career to help a company that's just starting out.

### Outside of work I...

Spend a lot of time with my family, making memories. We love going to theme parks and hiking the adirondacks.

### Interests

Hiking, cooking, building up my community, home improvements, lego, reading, and gardening.