

GRACE BRUNINA

UX WRITER

DETAILS

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United States

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LINKS

[No Stress Self Service Tik Tok](#)

[Elevio Case Study](#)

[LinkedIn](#)

SKILLS

Communication

Teamwork

Leadership

Drive and Initiative

Change Management

Technology Management

Agile

Staff Retention

Clean Writing

Analytical

PROFILE

A Content Manager with 12 years of experience, looking to transition into a UX Writer role to create more intuitive experiences in-app to reduce the need for technical documentation. Currently managing 7 help centers with an average support deflection rate of 85%.

EMPLOYMENT HISTORY

Content Manager, NBC Sports Next

Remote

2021 — 2023

- Managed 5 content writers remotely, from the Midwest to the UK. Performed weekly 1:1s and promoted continual growth based on Individual Development Plans.
- Analyzed deflection and customer education, and updated content protocols, procedures, and techniques. Currently maintaining a deflection rate between 75-96%.
- Conducted a content governance plan, standardized the content creation processes, and stimulated the team's content quality to 98%.
- Coordinated with 15 product teams to deliver content needs using Agile Principals and detailed project documentation averaging a completion of over 1000 stories/tasks per year with 97% satisfaction.

Content Team Lead, NBC Sports Next

2018 — 2021

- Performed continuous improvement activities to ensure content is the end users' first line of defense and the customer support team was working in a "Tier 2" capacity.
- Established open and professional relationships with all department team members ranging from Product to Marketing, to align internal and external users with product training and support.
- Optimized all published content to adhere to brand standards and technical writing methodology.

Documentation Specialist, Sports Illustrated Play

Saratoga Springs

2015 — 2018

- Designed and created the "voice" of straightforward, easy-to-follow and find help/training content. Instituted a style guide to standardize all company materials.
- Administered needs assessments to determine content requirements, and optimized articles, guides, and UX copy that dropped support inquiries by 72%.
- Expanded interdepartmental communication which established and maintained relationships with key stakeholders across the organization, resulting in more effective collaboration and efficiency.
- Enhanced the readability of technical documents for a non-technical audience, resulting in a 40% increase in user engagement.

Technical Support Team Lead, SportsSignup

Saratoga Springs

2013 — 2015

- Boosted morale and contributions by 20% while maintaining 100% staff retention during turbulent times by orchestrating and delivering a comprehensive training program, and understanding each individual's goals and drivers.
- Modeled innovative solutions to respond to strategic and organizational needs and enhanced customer satisfaction by 10%.
- Influenced the future of the support team and fostered the change management necessary to succeed by establishing regular meetings to align objectives and strategies with the customer in mind.

Technical Support , SportsSignup

Saratoga Springs

2011 — 2013

- Facilitated technical support to customers over the phone and via email, resulting in a 98% customer satisfaction score.
- Engineered a support center and blog with over 150 articles on common issues, solutions, and tips & tricks, increasing self-service by over 50%.

EDUCATION

**B.A.S. Business and Technology Management, SUNY
Delhi**

**A.A.S Business Administration, Schenectady County
Community College**