

Product Documentation coupled with Techno-Marketing and Sales Communication experience has taught me that the basic needs of communication is to:

- Build or enhance **Customer Experience (CX)** of a product
- Help reduce the **L1 & L2 level Support** queries by providing User Assistance, at the right place and at the right time, as seamlessly as possible
- Help reduce **Sales Cycle**
- Build communication channels through the organization to enable flow of **single message** through Product Management, Development & QA, Training, Marketing, Sales and Customer (B2B, B2C).

Communication of a product is the barometer of its **maturity** and **complexity**. Simpler the communication, better the product. **Ideally**, a product does not need documentation.

I am a simple communication person...

Note: Click [Work Samples](#) to refer to the sample work in public domain.

1. Points to Ponder

- Spurred my team to create a knowledgebase and documentation that **Gartner** named as a leading **Pro Point** for the product.
- Communication Strategist, Writer and Team-Builder, experienced in developing a positive end-user experience (CX).
- Worked closely with Development, QA, Competitive Intelligence and Analysis, Sales Engineering, Support, Marketing, Sales and the end customer.
- Writing experience of around 18 years with technical communication exposure of around 15 years.
- Authoring Marketing, Sales tools, Product / Market Requirement Documents and Competitive Intelligence tools since last 10 years
- 5 years in Journalism – Print and Electronic Media

2. Summary of Work and Experience

Genre (Doc Names)	Basic Compliance	Customer Experience (CX)	Support – L1 & L2 (Configuration Related)	Shorten Sales Cycle
GUI Labels & Error / Status Messages (Global English)	Yes	Yes	Yes	Yes
Embedded / Inline User Assistance		Yes	Yes	
Release Notes	Yes	Yes	Yes	Yes
Web Help (Context Sensitive)	Yes	Yes	Yes	
Guides (H/W, S/W, Install, Admin, User)	Yes	Yes	Yes	Yes
API Documentation	Yes	Yes	Yes	
Certification (EAL4, ISO, FCC)	Yes	Yes	Yes	
Scenario / Task based Guides & Videos (Quick References)		Yes	Yes	Yes
Competitive Workflow Analysis		Yes		Yes
User Case Studies & Technical Case Studies				Yes
Technical White Papers				Yes
Comparisons Battle-Cards				Yes
Blogs				Yes

Project Management Exposure

- Trained in Agile methodologies
- Built teams from the scratch
- Handling complex projects with cross teams exposure

3. Work Samples

Only the samples available in public domain have been listed:

- [API Help](#)
- [V 10.6.1 - Release Notes](#)
- [Reviewer's Guide](#)
- [Install Guides and other instructions](#)
- [Datasheet & Tech-sheets](#)
- [Case Study](#)
- [Online Help and API Documentation](#)
- [Whitepaper](#)

4. Professional Experience

Sterlite Technologies Ltd.

Since March 2018

Product Content Owner (Communication Strategist)

Domain: Digital Transformation

- Bridge the gaps between Mar-Comm, Product Documentation and Product Management teams to ensure uniform messaging and communication.

Sophos Technologies Ltd.

December 2005 – January 2018

Writer and Snr. Manager (Technical and MarComm)

Domain: Cyber Security

- Implemented DITA with Oxygen Editor for core documents.
- Mentored and matured teams for: Documentation, Competitive Intelligence and Knowledgebase
- Handled mergers, acquisitions and take-overs. Experienced in keeping the hatches battened down in storms and open them when the skies clear.
- Designed, developed and maintained the first of its kind MRD and PRD that gave a clear and concise insight to Development team of the customer requirements. These documents act as a cynosure to the QA, presales and support.
- Wrote custom-designed product's marketing comparisons for the end customer to shorten the sales cycle. Similar comparisons but with analytical bent designed to aid the development.
- Assisted Marketing team in creating marketing collaterals like Case Studies that led to worldwide easy information dissemination in print media.
- Designed, developed, and maintained documentation suite of various products. Documentation suite includes: User Guide, Server and Client - Installation & Registration Guide, Command Line Interface (CLI) Guide, Online help, release note and compatibility notes. Guides are designed and developed with limited re-use of content and minimal maintenance.
- Maintain knowledgebase portal. Goal is to provide an easy and timely access to the solution of most common problems to customers, pre-sales, and support team to reduce pre-sales and support cycle. List of articles are derived by analyzing the queries received by various customer-

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facing teams.

- Gathered/analyzed information for systems-level documentation and coordinated and standardized pre-existing documents.
- Played a role of Terminologist by helping Product Management team to coin new terms and product names in alignment with the industry standards. Also helped them in popularizing the same.
- Managed a team of 10+ Technical Writers.

Tripoint Software Systems

July 2005 – December 2005

Technical Writer

Domain: Contract Management

- Maintained the Online Help in liaison with US Team.
- Maintained the on User Manual
- Wrote and executed Test Cases

Divya Bhaskar Newspaper

June 2003 – July 2005

Senior Sub Editor

Domain: Print Media

- Joined as the youngest Sr. Sub Editor in the Launch Team of Ahmedabad DB who was independently assigned a page. Totally responsible for the content, layout and designing of the page. Sourced quirky, unusual and off-beat stories from the electronic media and wire news services coupled with unorthodox page layouts. Soon was the most popular and controversial page in the whole newspaper. Managed two reporters and one designer
- Additionally assigned and successfully resurrected two magazines in the feature section
- Included in the Launch of Baroda Bhaskar as a special member
- Additionally appointed as the Defense Correspondent for Gujarat Region. Acquired reporting and press photography experience.
- Put in Charge of the Mumbai Edition, designed and developed in Ahmedabad

The Asian Age Newspaper

January 2003 – June 2003

Copy Sub Editor

Domain: Print Media

- Editing news stories
- Reporting

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Hiramani School

January 2002 – June 2003

Teacher – Information Technology

Domain: Teaching

- Teaching C, Fortran programming

NetVision Technologies Pvt. Ltd

January 1999 – December 2002

Technical & Academic Course Writer

Domain: Varied – Project-based

- Designed, developed, and maintained User Guide, Server and Client - Installation & Registration Guide, Online Help, Release Notes and Compatibility Notes
- Designed and developed course material for the academic wing
- Managed a team of 10 subject experts

5. Educational Qualification

- Master of Arts [English Literature], Gujarat University (India), 1998
- Bachelor of Arts [Eng., Economics], Gujarat University (India), 1996