



AVA TARESI

SENIOR TECHNICAL COMMUNICATOR, DATA ANALYST, CONTENT CREATOR, RESEARCHER

AREAS OF EXPERTISE

- *Technical communications*
- *Website content creation*
- *Software user guides*
- *UI/UX design and testing*
- *Online help*
- *Research*
- *Journalism and reporting*

AUTHORING TOOLS

- *SPECTRA*
- *Jira*
- *SharePoint*
- *MS Visio*
- *GCdocs*
- *ISED-Wiki*
- *Foxit PhantomPDF*
- *Atom*
- *MadCap Flare*
- *GitHub*
- *Optimal Workshop*
- *Adobe Tech Suite*
- *Snagit*
- *WordPress*
- *MS Office*
- *Google Docs*

EDUCATION

- **Graduate Certificate Technical Communications**, Seneca College, Canada, 2020-2021
- **MA Middle Eastern Studies**, King's College London, UK, 2010-2011
- **BA Journalism**, School of Media Studies, Iran, 2003-2007

EXECUTIVE SUMMARY

Collaborative and detail-oriented technical communicator, experienced in authoring high-quality software documentation, templates and user guides/manuals. I have a passion to plan and organize contents using tech-comm authoring tools.

WORK EXPERIENCE

ISED

Technical Writer

Ontario, Feb 2021-pres

- Authoring technical documentation in XML and HTML in a CCMS environment.
- Creating plain-language content for users and stakeholder on various platforms, e.g. web, MS SharePoint and wiki-spaces.
- Collecting and analyzing data from crawling tools to assist with planning and development of web-content.
- Providing effective oral and written communications to create technical documentations for SMEs and technical officers.
- Reviewing content of documents in accordance with the *Radiocommunication Act and Regulations*.

Capital Trust Financial

Content manager and Customer Service Asst.

Ontario- Feb. 2019–Feb. 2020

- Wrote content promoting the company brand.
- Used MS Word and Excel to prepare weekly reports on customers' payments and the company's financial status.
- Updated the blog on a weekly basis with posts that adhere to SEO and the brand voice.
- Analyzed statistics and compiled financial reports worth over \$29mn.
- Received customer complaints and resolves complaints about the customers' auto loans.
- Entered data for lease contract agreements and explaining the terms to the customer.

Iranian Women Association

Volunteer Online Editor

Iran, Jun. 2017 – Dec 2018.

- Wrote reports and articles on the latest developments in women's affair
- Managed the Twitter account of the Association
- Conducted interviews with women's affair specialists and activists

Montreal's Week Magazine

Freelance Journalist

Iran, March. 2017 –Dec 2018.

- Wrote field reports on social, economic affairs of Iran
- Wrote field reports on social, cultural affairs of Afghanistan



@AvaTaresi



@Taresi



avataresi.com

TECHNICAL SKILLS

- SEO
- Web analytics
- Social Media Management
- Web Content Management

INTERNATIONAL EXPERIENCE:

- Traveled to over 15 countries in Asia Pacific and Europe
- Designed and authored social media channels to reflect my journeys

CONTACT DETAILS

- **M:** +1-647-637-8839
- **E:** a.taresi@aol.com

EuroNews

Journalist and Translator France, Apr 2018–Jun.2018

- Wrote and translated report on social affairs.
- Worked in an agile environment to collaborate on video contents

Mostaghel Newspaper

Senior Editor at Political Desk Iran, Jun– Nov. 2018

- Wrote and translated report on social affairs.
- Worked in an agile environment to collaborate on video contents

Visit Iran Website (Tourism of Iran)

Project Mgr & Content Writer Iran, Nov. 2016 – Mar. 2017

- Used MadCap Flare to populate original contents on the website
- Wrote and translated contents incorporating preferred terminology and company style guide
- Maintained a consistent, high level of quality of the translated texts.

Levant TV

Strategic Business Dev. Mgr; UK, Jan. 2015–Dec.2015

- Worked in an agile environment develop new content for the website
- Provided caliber client service, research and market analysis.
- Identified, developed, and supported projects and writers

Al-Sharq Al-Awsat Newspaper

Senior Editor, Project Manager UK, Jan. 2012–Jan.2015

- Launched the brand's first Farsi version of the website
- Managed and reported regular financial reports and ranking of the website to the editor-in-chief and CFO periodically.
- Created and submitted concise reports and summaries, on key stories, such as incisive assessments and evaluations.
- Monitored newspapers, television, radio, and the Internet for new items, such as election information or event data.
- Wrote news analysis activities, by serving and media analysts and watching how the items play out in the press.
- Coordinated news reporting and evaluation across many platforms, and compile editorial calendars as required.

Press TV

Online journalist Iran, May 2007 to Sep 2010

- Contributed to investigative documentaries on current affairs of the UK
- Sourced and researched facts, figures, and information using the film and tape archives, experts, and online sources
- Interviewed influential economists and authorities on Iran and the Middle East agenda in the country and region fiscal policies

United Nations Associations – Iran

Media Relations Coordinator Iran, Aug – Nov 2006

- Translated newsletters released by the UNA from English to Farsi
- Served as a liaison between the UNA-Iran and public offices in the country
- Covered a UNESCO workshop sponsored by CHN in regard with the Persian heritage



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