AVA TARESI

TECHNICAL COMMUNICATOR

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Technical Communicator, Data Analyst, Social Media Expert, Researcher,

About me

My name is Ava Taresi, and I am a technical communicator and a student of Technical Communications at Seneca College. I have lived, studies and worked in Iran, the UK, and Canada. Living in different countries taught me the art of adaptation and to always choose an open-minded approach. Having the experience of travelling to several countries has helped me gain effective communication skills in a culturally diversified environment.

I graduated from college having majored in technical communication. From my BA in journalism, I learned how to write, analyze, collaborate, communicate, and solve problems. My diverse educational background strengthened my interdisciplinary skills.

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Skillset

I am a strategic thinker and motivated writer, and I am especially interested in technical communication, digital media, and interdisciplinary collaboration.

TechComm

I can write technical documents for your software and products. A small sampling of my writing including whitepapers, user guides, and technical documentation are presented in this downloadable portfolio.

My Goals

I am looking for an opportunity to work with a team that runs on clear communication. I want to align myself with a company where I can create positive changes. I am always looking to learn more and am open to taking on challenging projects.

Resume

AREAS OF EXPERTISE

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

AUTHORING TOOLS

- MadCap Flare
- Atom
- GitHub
- Adobe FrameMaker
- Adobe Photoshop
- Adobe InDesign
- Adobe RoboHelp
- Snagit
- WordPress
- Drupal
- MS Office
- Google Docs

◆ TECHNICAL SKILLS

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

◆ EDUCATION

- Graduate Certificate Technical Communication, Seneca College,
Canada, 2020-2021
- MA Middle Eastern Studies, King's College, UK, 2010-2011
- Certificate of Photojournalism, School of Media Studies, Iran, 2007
- BA News Translation and Journalism, School of Media Studies, Iran, 2003-2007

Work Experience

Capital Trust Financial
Customer Service Assnt. & Content Writer
Ontario, Feb 2019-2020
• Wrote contents promoting the company brand
• Updated the blog on a weekly basis with accurate SEO
• Received and resolved customers' inquiries about auto loans

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

Visit Iran Website (Tourism of Iran)
Project Mgr & Content Writer
Iran, Nov. 2016 – Mar. 2017
• Used MadCap Flare to populate original contents
• 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
· Provided caliber client service, research and market analysis.
· Identified, developed, and supported projects and writers

Part Darman
Business Development Manager
UK, Jan. 2012–July 2015
· Identified and developed strategic partnerships for the platform between Iran and Austria, Italy, Britain and Finland to the company.
· Provided caliber client service, research and market analysis.

Press TV
Online journalist
Iran, May 2007 to Sep 2010
• Wrote news articles covering the developments at technology desk
• Reported events and developments in technology

United Nations Associations – Iran
PR Coordinator
Iran, Nov 2006 – Aug 2007
• Contributed to the newsletters released by the United Nations and affiliated associations
• Served as a liaison and PR officer of the UNA-Iran in relations with public offices in Iran.

Cultural Heritage News Agency (CHN)
News Translator
Iran, Aug – Nov 2006
• Covered the news of UNESCO activities in regard to the Persian heritage
• Covered archeological discoveries and finding in Iran and the ME region.

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Sample Project

How to Use SEO: A Getting Started Guide for Bloggers

As a blogger you write contents, and you want your target audience to read them. Your job does not finish at writing and posting your content though; you must make the content accessible to your readers. How to Use SEO: A Getting Started Guide for Bloggers tell you how to teach the search engines what your page is about and which of your posts are relevant to the audience's search inquiry.

From my extensive experience in content management, I am familiar with the importance of SEO and how it can increase the accessibility of a content. Before I dived into the guide, I explained how search engines worked. I used concise and simple language to explain to my reader why they need to take some certain steps before they took it.

Challenges and Achievements

The main challenge in creating this project was the broad geographical area that the AI and FinTech can cover. I broke the project in a smaller area and focused on two countries. I remained focused an example of AI in FinTech in Lithuania and the regulations in Canada, to make sure I could deliver a well-researched whitepaper.

A Guide to Feed Data-Hungry AI with Healthy Data AI

in FinTech is a whitepaper analyzing the impact of Artificial Intelligence (AI) and FinTech in the financial industry. AI crosses electronic frontiers to develop its services in many industries including the financial industry. Single sourcing the available data is a more affordable and more reliable way to feed AI.

In this brief, the researcher reviews how digital ID systems can contribute to the AI industry and empower financial technology.
I used my research skills and experience from my journalism background to choose reliable sources to gather enough information; I analyzed the pool of information I gathered and curated them carefully to deliver a precise and informative whitepaper.

◆   Challenges and Achievements

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User Guide to Dolibarr Projects/Collaborative Work Application

The User Guide to Dolibarr Project/Collaborative Work Application covers three modules of Dolibarr in "Projects/ Collaborative work" application: the Projects or Leads Module, Events/Agenda Module, and Resources Module. Each chapter of the user guide will explain one module of the application. Adobe FrameMaker is the main authoring tool of this UG.

Large capacity of each module of the application was my main challenge in this project. Each module covered a part of another module's function and they were closely intertwined. I planned the user guide systematically to organize the content and break the large tasks in smaller tasks and shorter steps to have make it readable and easy to follow for the audience. With Adobe FrameMaker's accessibility and findability tools, I managed to create an informative, accessible, and findable user guide.

Challenges and Achievements

Avoiding repetitive content and linking the relevant content to each other was the main challenge. With Adobe FrameMaker's accessibility and findability tools, I managed to create an informative, accessible, and findable user guide.

AvaTaresi.com

Technical communications in action! Technical communicators can do many thing, technical writing is one of them. They know how to use online user assistance and web design and prototyping tools. I built my portfolio website, AvaTaresi.com, using MadCap Flare and used on GitHub hosting services.

◆ **Challenges and Achievements**

The main challenge in this project was to use various authoring tools in one project. I build the website using MadCap Flare, the contact form template is by Colorlib, GitHub hosts the website, and I used Canva to build the downloadable portfolio. It was learning experience and I practiced many of technical communication skills in this project.