

# Marisa Varela

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Senior consultant and technical writer with a background in anthropology and customer service. Strategic and analytic thinker with 8 years of experience in communications and technical writing for federal, public, and private organizations. Experience and performance have contributed to the award of renewed contracts valuing over \$13.7 million and the largest portfolio increasing by 121%.

## PROFESSIONAL EXPERIENCE

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### Strategic Resolution Experts, Inc.

*Senior Consultant*

*January 2022 – September 2025*

- Produced and maintained talking points, briefing materials, and presentations for senior executives speaking at national and global conferences, ensuring unified, clear, and compelling messaging consistent with agency missions and administration priorities.
- Led the development of strategic plans, communication plans and strategies, fact sheets, infographics, policies, guidance, and memos for internal and external audiences and stakeholders, unifying agency voice.
- Utilized Associated Press (AP), client, and company style guides, ensuring all technical documentation meets Section 508 compliance as well as standards, policies, and guidelines relevant to agency operations.
- Led the development of a concept of operations document and advised on strategic planning, change management, and mission implementation, reforming division processes and operations following agency reorganization.
- Wrote and refined contract proposals, past performance, and closeout reports, detailing the consulting, administrative, and technical work provided to clients.
- Supported the formation of an agency-wide community of practice of over 300 members by managing multiple email accounts and developing a SharePoint page, MS Teams channel, email distribution list, and three resource repositories, increasing and improving cross-collaboration and information sharing.
- Created, designed, and maintained more than 10 SharePoint intranet web pages and associated digital communications.
- Analyzed and made recommendations for improving communication and business processes, increasing efficiency through standard operating procedures (SOPs).
- Provided virtual and in-person meeting management, facilitation, and technical support by developing meeting materials, agendas, summaries, runs of show, presentations, and technical timelines.
- Supported the writing, review, and publication of several future conditions and extreme weather resources for emergency managers, increasing visibility of support resources and protocols.
- Continued to lead and perform the tasks listed below.

*Technical Writer/Business Analyst*

*June 2021 – December 2021*

- Drafted, developed, edited, and maintained a wide range of technical documents, including white papers, assessments, reports, year-in-reviews, proposals, presentations, and guides.
- Reviewed numerous high-profile communications products and made recommendations for improvement based on agency goals and objectives, contributing to unified messaging and external affairs.
- Synthesized and adjudicated over 400 inputs from subject matter experts across numerous specialties, improving reception and buy-in of a cross-cutting assessment report.
- Collaborated with emergency managers and future conditions experts to gather a wide range of information, clarifying technical and scientific concepts, drafting opportunities and barriers, and validating the accuracy of information.
- Proofread and edited documents and presentations for accuracy, consistency, grammar, and style, ensuring all documents were error-free and met high-quality standards.
- Maintained document repositories and version control to track changes, updates, and revisions.

### Virginia Surgery Group

*Technical Writer/Editor (Freelance)*

*July 2024*

- Thoroughly reviewed and formatted over 40 pre- and post-procedure instructions, medical intake forms, privacy agreements, and policies for grammar, repetition, and plain language, enhancing readability and clarity.
- Created a document style template for a new surgical practice, ensuring efficiency and uniformity of future products.

## University of Central Florida

### Admissions Specialist

November 2017 – June 2021

- Evaluated student applications against university criteria and awarded admission decisions, contributing to leadership enrollment goals.
- Developed and maintained over 20 email templates to improve communications and keep applicants informed about the status of their applications, deadlines, and next steps in the enrollment process.
- Proofread and copyedited admissions brochures and manuals for grammar, spelling, comprehension, meaning, and tone, solving critical communication errors in printed and electronic marketing materials.
- Managed a central email account and team of student workers, assigning tasks as needed.
- Solved complex technological and application errors using a variety of systems.
- Provided guidance and customer service to hundreds of students and families and addressed inquiries and concerns promptly and professionally.

## AWARDS

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### Strategic Resolution Experts, Inc.

- **Team of the Quarter** (1<sup>st</sup> Quarter 2025): Delivered over 700 customized deliverables totaling more than 2,100 pages and facilitated 200+ stakeholder engagements. Sustained operations and ensured continuity, despite client vacancies, by maintaining centralized SharePoint resources and capturing key decisions for over 30 agencies and seven local partners.
- **Team of the Quarter** (4<sup>th</sup> Quarter 2024): Designed and facilitated multiple high-level meetings that improved leadership alignment, increasing trust and collaboration by 21.4% and improving role clarity by 12.9%. Transformed client relationships by fostering trust and collaboration, leading to new business opportunities for SRE and two contract modifications within six weeks.
- **Team of the Quarter** (2<sup>nd</sup> Quarter 2023): Provided critical institutional knowledge, experience, and project management to successfully carry out client and leadership priorities. Designed new branch SharePoint sites and subpages and routinely delivered high-quality products.
- **Employee of the Quarter** (4<sup>th</sup> Quarter 2022): Scheduled and managed engagement sessions with 15 different regions and components across FEMA. Supported the creation of a community of practice, including an MS Teams channel, SharePoint page, email distribution list, and three resource repositories for over 300 members.
- **Innovation Award** (4<sup>th</sup> Quarter 2021): Developed and implemented the processes and framework of an agency-wide climate assessment report and 2022-2026 strategic plan. Organized, classified, and adjudicated 431 critical inputs.

## EDUCATION

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### University of Central Florida

#### Master of Arts (MA) in English Technical Writing

May 2021

- Internship: Conducted user research (UX) with the UCF Robinson Observatory social media team to design a social media communication plan.
- Relevant coursework: Visual Technical Communication, User-Centered Design, Hypertext Theory and Design, Technical Editing, Production and Publication, Linguistics, Learning and Instructional Design, Technical Writing and Practice, Creating Web Pages, Internet Marketing, Methods of Research, Rhetoric of Science; Additional courses in Cognitive Sciences.

### Virginia Commonwealth University

#### Bachelor of Science (BS) in Anthropology

May 2015

- Graduated with Minors in Political Science and Spanish.

## SKILLS AND PLATFORMS

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| • Technical Writing & Editing             | • User-Centered Design & Visual Design   |
| • Digital Communications                  | • Platforms: Microsoft Word, Excel, PowerPoint, SharePoint, Google Suite, Jira, Adobe Creative Suite |
| • Stakeholder Engagement                  | • Web Development: HTML, XML, CSS  |
| • Plain Language & Section 508 Compliance | • Creative Tools: Procreate  |
| • Strategic Planning & Project Management |  |
| • Proposal Writing & Content Development  |  |

## REFERENCES

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Kirsten Bergman, Project Manager: (931) 220-4797

Dr. Joshua Hearne, Program Manager: (412) 295-5994