ANNE-LAURE FRÉANT

Lead Technical Writer & Techical Writing Consultant

BACKGROUND

Professional with 15 years of experience in technical writing in Canada, France and Spain. I started working in 2011 for the big data startup Hopper in Canada, then I worked in two different French governmental tech teams (Etalab & Innovation Lab). I then gained significant software documentation experience working as a freelance technical writer (starting in 2020) for major SaaS companies such as ContentSquare, Djust (by the founders of Mirakl), Quable & Akeneo (both PIM solutions for e-commerce). I am working since July 2024 full-time as Lead Technical Writer for Retail Media at Criteo (Ad Tech) where I lead innovative automation projects, develop the technical writing framework company-wise, design the developer portal roadmap, and conduct research on docs optimization for MCPs.

I have a deep passion for technical documentation, tools and processes. I am now looking to take it further in an ambitious role centered around technical documentation innovation and advocacy.

SKILLS & TOOLS

- API, SDK & SaaS technical writing
- Markdown, JSON, YAML
- Github, Gitpage
- CMS & Doc-as-code processes (Gitbook, Readme, Docusaurus, Retype, Mintlify, Redocly, etc.)
- Codex CLI, Claude Code for process automation (Python scripts)
- JIRA, Notion, Trello, Slack
- Basic HTML & CSS, Javascript
- Basic command line
- Knowledge base (Confluence)
- Postman and API testing
- Information architecture
- Project management
- Bilingual English/French

PORTFOLIO

https://tech.annelaurefreant.xyz/

CONTACT

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EXPERIENCE

Lead Technical Writer - Retail Media (July 2024 - now)
Criteo, Paris (France) and Barcelona (Spain) since September 2025

- I own the roadmap of Criteo's developer portal for Retail Media & Retailer Integration, working in coordination with Product, R&D, APIDX, GTM and Ops on a highly technical, rapidly evolving product & industry (Retail Media).
- Achievements: took the initiative to redesign & implement a new dev portal landing page (using Codex), implemented the first Technical Writing framework & docs roadmap at Criteo, designed & implemented a strategy to standardize API content automation to free some tech writing resources for cookbooks creation, investigating & testing docs' optimization for LLM & MCP.

Technical Writer (Freelance) (2020-2024)
Akeneo, Quable, Djust, Wefox, Cloud Ingenium, Popsink, etc. (remote from France)

- Documentation migration projects management & execution,
- Documentation updates, partial or full redesign (planning & execution),
- Documentation audits & technical content strategies.

Technical writer / Product Knowledge Manager (2022)
Contentsquare (six months contract) - (Paris, France)

- Product Portal content updates and management on Confluence (internal documentation) & creation of the Data portal new knowledge base.
- Release notes, contributing to the Product knowledge base roadmap and standardizing guides.

Open Data Technical Writer (2020-2021)
Prime Minister Services - Etalab (in charge of data.gouv.fr) (Paris, France)

- Enriched and updated the data.gouv.fr platform documentation,
- Updated datasets descriptions, metadata and related content, working on information architecture & user data. Crafted the first newsletter & social media strategy for the platform during COVID critical times for health data.

UX & Technical Writing Consultant (2015-2020)
Ministry of Foreign Affairs, France

- Consultant for the building, testing and maintaining of a new digital governmental service to help French citizen with reentry from abroad.
- UX writing, information architecture, content writing, editorial maintenance.
- Author of an ebook, digital community & a blog dedicated to reentry.

Technical Content Team Lead (2011-2014)
Hopper.com (Montreal, Canada)

- Data entry, testing and technical content curation (I entered the company as a part-time student and was hired full time after 6 months to lead a team).
- In charge of recruiting, managing and training a team of 10 data entry employees. Tracking metrics. Reporting to CEO.

EDUCATION

Sciencespo Paris - Post-Master - School of Public Affairs
Obtained in 2021

University of Quebec in Montreal (UQAM)- Master - Social Sciences
Obtained in 2008