April Scales

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Core Competencies

- **Technical Writing:** Expertise in creating user guides, FAQs, tutorials, and technical documentation for web-based platforms and tools.
- **Data Analytics:** Skilled in Google Analytics, SQL, Tableau, and Python to analyze user behavior and inform content strategy.
- **Web Development:** Proficient in HTML, CSS, JavaScript, with hands-on experience managing CMS platforms (WordPress, Drupal).
- **SEO and Documentation Optimization:** Implementing SEO strategies to enhance document discoverability and web content performance.
- **Project Management:** Coordinating content and web development projects to ensure timely delivery and adherence to specifications.
- **IT Support:** Providing technical support for web technologies, content management systems, and database systems.

Experience

SEMCOG | Web Specialist   **2019 - present**

- **Technical Documentation:** Authored comprehensive technical guides, FAQs, and user manuals to support web application users, internal teams, and developers.
- **IT Support and Troubleshooting:** Provided hands-on technical support for web platforms and content management systems, ensuring seamless user experience and resolving technical issues.
- **Cross-Team Collaboration:** Worked closely with developers and designers to align technical documentation with system functionality and user needs.
- **Content Optimization:** Led SEO initiatives to improve the visibility of web content and technical documentation, driving user engagement and higher search engine rankings.

SEMCOG | Student Practicum   **2019-2019**

- **Content Support:** Assisted with the creation and maintenance of technical documentation and provided SQL database support, ensuring data integrity.
- **Data-Driven Decisions:** Analyzed user data to support content decisions and documentation improvements.

Henry Ford Health Systems | Billing Specialist Temp   **2017-2018**

- **Data Integrity:** Managed and maintained accurate billing records and client data using advanced data management techniques, with a focus on compliance.

Henry Ford Health Systems | QI Admin Temp   **2017-2017**

- **Data Analysis:** Led data-driven quality improvement projects and analyzed metrics to enhance marketing and operational processes.

Education

University of Phoenix, BS Engineering   **Present**
Major: Computer Science

Wayne State University, MLIS   **Complete**
Major: Information Science

Wayne State University, MLIS   **Complete**
Major: Information Management

Wayne State University, BA   **Complete**
Major: Linguistics

Non-Technical Skills & abilities

- Communication: Expert at simplifying technical jargon and translating complex concepts into clear, concise content for all audiences.
- Attention to Detail: Ensuring documentation is accurate, precise, and error-free.
- Collaboration: Experienced in working with developers, designers, and product managers to deliver user-friendly solutions.
- Adaptability: Quick to learn new technologies and adapt to fast-paced, evolving environments.
- Problem-Solving: Proactive in identifying gaps in information and developing effective solutions.
- Time Management: Skilled at managing multiple projects and meeting tight deadlines.
- Empathy: Understanding user needs to create documentation that addresses pain points and improves user experience.
- Research Skills: Conducting thorough research to ensure content is accurate, up-to-date, and comprehensive.
- Creativity: Finding innovative ways to present complex information in an engaging, user-friendly format.
- Critical Thinking: Structuring information logically and evaluating the best ways to present it for clarity and accessibility.

Technical Skills

- **Programming:** HTML, CSS, JavaScript, Python, PHP, SQL
- **Data Analytics:** Google Analytics, Adobe Analytics, Tableau, SPSS
- **Content Management Systems:** WordPress, Drupal, DNN
- **Cloud Platforms:** Google Cloud, AWS Cloud
- **Tools:** Microsoft Office Suite, Google Workspace, Adobe Creative Suite