

# Bennett Charles

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## Summary

Website and portfolio: <https://bennetthub500.github.io/personal/>

Technical writer and editor for a diverse range of audiences, including developers, users, and customers. Versatile content creator and collaborator with product, design, UX, marketing, sales, engineering.

**Authoring and publishing tools:** Markdown, Jekyll, Hugo, Github Pages, MS Word, MS Sharepoint, Confluence, Quip, WordPress, MediaWiki

**Technical tools:** Github, Postman, Stoplight, OpenAPI, Swagger, JIRA, Pivotal Tracker, PowerPoint, Zendesk, Freshdesk, Salesforce CRM

**Programming:** Can read Python, JavaScript

Operating systems: Mac OS, Apple iOS, Windows 10, Android

**Online courses:** Coding for Writers, Basic Programming (Udemy); Learn API Technical Writing, JSON and XML for Writers (Udemy)

## History

### Technical Writer, Kick Designs

August 2021 - Current, San Francisco, CA

- Edited and wrote reference and implementation documentation for security and database clients in a docs-as-code environment using Github and various publishing platforms.

### Technical Writer and Communications Consultant

October 2019 - July 2021, San Mateo, CA

- Projects included developer reference and API documentation (REST and GraphQL) for AI/ML startup and content for martech startup.

### Communications (Policy Aide), Office of Santa Clara County Supervisor Joe Simitian

February 2018 - July 2019, San Jose, CA

- Directed digital content and outreach strategy, managed website migration for district of 400,000 constituents encompassing Silicon Valley
- Wrote opinion by-lines and press material; curated and edited web content
- Created, edited, wrote new district email newsletter
- Project-managed public events, video and photography production, website design

## **Tech Communications and Operations Consultant**

August 2010 - July 2017

Highlights:

*Handle* (mobile+web email/to-do app)

- Content for support, community and product, including knowledge base
- Conducted UX lab studies, journey mapping, surveys, customer development interviews
- Launched mobile app to 100,000 users; drove input to roadmap as voice of customer; analyzed user data re: feature adoption & churn

*Buyer's Best Friend* (web b2b food marketplace)

- Hired, managed, trained data and onboarding team of 10
- Wrote user manuals, managed customer service and Tier 1 and 2 support
- Grew seller catalog 5X "selling" freemium listings; oversaw 9X catalog growth

*Salesforce*

- Dreamforce sales meeting planning between sales teams, customers, and Salesforce subject-matter executives/experts with the Executive Briefing Center team

## **Principal, Trend Effect Communications**

June 2008 – May 2010, San Francisco, CA

- Message development, content, marketing communications, strategic planning services for non-profit & for-profit clients

## **Director of Marketing, Ops Technology**

Sept 2007 – May 2008, San Francisco, CA

- Wrote collateral, presentations, email campaigns, and web content; Managed PR agency

## **Senior Counselor, Full Court Press Communications**

January 2005 – September 2007, Oakland, CA

- Strategic/crisis communications, media relations for public policy and non-profit clients, including California Wind Energy Association, Kaiser Permanente Northern California, David and Lucile Packard Foundation

## **Education**

M.P.A., Program in Public and Nonprofit Management and Policy  
New York University

B.A., Psychology  
University of Rochester