

Bennett Charles

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Summary

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

Authoring and publishing: Jekyll, Github Pages, MS Word, MS Sharepoint, Confluence, WordPress, MediaWiki

Technical tools: Postman, Stoplight, 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 and communications consultant

October 2019 - Current, San Mateo, CA

- Initial projects: GraphQL API developer documentation and publishing toolchain requirements/setup for an AI startup. Also focusing on REST API, end-user documentation and marketing content

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