**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

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*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