Brian Denny
Researcher/Writer/Instructor

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EDUCATION

M.S. Political Science
  Univ. of CA-Irvine

B.S. Political Science
B.A. International Affairs
  Florida State Univ.

SKILLS

Digital Adoption Strategy
Program Management
Process Mapping
Workflow Improvement

Data Collection & Cleaning
Data Analysis & Reporting
AB Test Design
Surveys & Interviews

UI/UX, Micro, Long-form
Developmental Editing
Line/Copy Editing
Style Guides

SME Interviewing
Motivational Interviewing
Mentoring & Coaching
Instruction & Training

SOFTWARE

Whatfix	Camtasia
Flare	WordPress
Lucidchart	JIRA
DevTools	HTML
Google Analytics	
Stata	SPSS
Microsoft Office	
Google Suite	Salesforce
Trello	Slack
Adobe Creative Cloud	

CERTIFICATIONS

Course Design (UCI)
Mentoring Excellence (UCI)

EXPERIENCE

Senior Technical Writer & Whatfix Lead   03/2022 - Present
Consensus Cloud Solutions, Los Angeles (remote)

- Spearheading digital adoption program on flagship web-app through collaboration with dev team, tech writers, and VPs in preparation for multi-brand expansion.
- Training traditional tech writers on writing/planning microcontent; segmenting content with Chrome DevTools, and collecting/analyzing a variety of data streams.
- Regularly designing and conducting logistic regressions on experimental data (A/B tests, user surveys, cancel rates) to provide new insights for product team.
- Creating and implementing in-app upgrade process with customized microcontent to drive revenue while reducing costs associated with sales efforts.
- Designing, recording, and editing videos and GIFs for company-wide distribution, efficient communication with QA team, and/or inclusion in digital adoption content.
- Using employee interviews to document billing workflows and payment processing.
- Initiated User Experience interviewing to identify user workflows and pain points as part of digital adoption development strategy for digital signing web-app.
- Reduced cancellations by 16% after designing, validating, and implementing customer-facing digital adoption microcontent to supplement existing UI.
- Furthered a "Top 5" company goal by conducting market research on API developer community portals to inform future product development.

Academic Editor/Consultant (contract, fellowship)   10/2022 – Present & 2018, 2020
Harvard, Univ. of Michigan, & Univ. of CA-Irvine

- Conducting all manner of editing (developmental, line, copy) for artificial intelligence researcher's dissertation chapters, presentations, academic articles, job market material, and grant proposals (one awarded $2.5 million).
- Collaborated with graduate/doctoral students across a range of disciplines at Univ. of CA-Irvine Graduate Resource Center to refine national grant applications (one awarded $138,000), dissertations, publications, cover letters, and CVs.
- Led Dissertations Boot Camp for advanced doctoral students.

Account Logistics & Yearbook Specialist   7/2019 – 2/2022
Dorian Studio, Los Angeles

- Led local operations for fledgling Southern California branch and facilitated more than 150% growth in local accounts and revenue.
- Interviewed, onboarded, trained, and coached Southern California staff.
- Created and updated internal documents, training material, and public content.
- Guided clients through yearbook publishing processes, including software training, creative processes, project management, and marketing.

Leadership Coach   8/2015 – 5/2019
Univ. of CA-Irvine (DECADE PLUS)

- Individually mentored 20+ first-gen, low-income, underrepresented students using motivational interviewing to assess and encourage goal development/attainment.
- Facilitated weekly group meetings and led program group meetings as needed.
- Interviewed prospective Leadership Coaches alongside Program Director.

Curriculum Editor and Instructor   5/2015 – 8/2018
Elite Educational Institute & Educational Testing Consultants

- Taught GRE and SAT Reading, Writing, and Language courses in classroom settings.
- Reviewed pre-release SAT Reading curriculum for clarity, accuracy, and consistency.

Adjunct Professor (contract)   8/2018 – 5/2019
Cal Poly Pomona & Chapman Univ.

- Designed and taught *East Asian Govt*, *American Govt*, and *Comparative Politics*.

PUBLICATION

In ***Government and Opposition*** (Cambridge Univ. Press)   04/2019
  "The Warden's Dilemma as Nested Game: Political Self-Sacrifice, Instrumental Rationality, and Third Parties"