Elaina Cherry

Technical Writer

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MIT trained Technical Writer with 10+ years experience in writing and content design for tech companies. Specializing in UX focused product writing, content strategy projects, and user-facing technical communication. A consensus builder among cross-functional groups and engineering teams.

KEY SKILLS

Practices Agile development practices, single-source documentation, user experience design principles
Languages & Markup Proficient in DITA, XML/HTML, Markdown, and familiar with SQL, Python, and regex
Tools & Platforms Oxygen, VS Code, GitHub, SnagIt, Figma, Salesforce, Microsoft, Google, Atlassian Confluence & JIRA
Generative AI Microsoft Copilot, Claude Sonnet, Grok

EDUCATION

MIT (Massachusetts Institute of Technology) | Cambridge, MA (2007)
B.S. Environmental Engineering, Minor in Music Theory and Composition

Harvard University, Harvard Extension School, and William James College | Cambridge and Boston, MA (2008-2011)
Post-baccalaureate and graduate-level courses in Psychology

EXPERIENCE

Senior Content Editor, Tesla

Palo Alto, CA/Hybrid   NOVEMBER 2024 – PRESENT

Technology/manufacturing/engineering. Tesla delivers electric vehicles and clean energy solutions to enterprise customers and consumers. I support 2 to 3 Engineering teams, including Drive Unit, High Voltage, Charging, and Thermal Management, with both technician and consumer facing content and documentation.

- Manage content in Toolbox, Tesla's global technician knowledgebase, serving 40K+ monthly users. Ensuring diagnostic content is accurate and aligned with style standards. Collaborate with engineering teams to review, approve, and archive content to keep knowledgebase current.
- Contribute to firmware for vehicle signals, alerts, and ECU components, ensuring metadata is human-readable, accurate, and style guide compliant. Serve as on-call editor to review pull requests with immediate turnaround.
- Drive the ODIN (Onboard Diagnostic Information Network) routines project: created the ODIN-specific style guide to standardize future contributions. Audited and authored 1,600+ diagnostic entries, working with subject matter experts (SMEs) to validate content.
- Partner with engineers on Autodiag (automated diagnostic routines) to refine human-readable outputs; developed style guidance to ensure clarity, accuracy, and UX coherence; conducted editorial reviews; trained teammates, and created detailed article externalization instructions in Confluence, streamlining workflows.
- Use SQL to query Toolbox and perform a comprehensive audit of warranty and pay-type terms in Toolbox, collaborating with the compliance team to review and edit 120 articles for accuracy and regulatory compliance.
- Develop customer-facing troubleshooting content for the Owner's Manual, managed in Oxygen, and in-vehicle UI touchscreen alerts to improve user comprehension and issue resolution.
- Utilize Vale to enforce content quality and style consistency, creating regular expressions to map errors to appropriate terms.

Staff Technical Writer, Salesforce

San Francisco, CA/Hybrid   JULY 2018 – JUNE 2024

B2B Software development/technology. Salesforce provides customer relationship management software to enterprise customers. There I supported 2 to 6 scrum teams simultaneously in an Agile development environment, producing content focused on usability and accessibility, while maintaining exceptional quality, adhering to the style guide, and writing in Salesforce's unique tone of voice.

- Developed and executed content strategy plan based on needs assessment to support launches for generative AI, Sales cloud, Field Service, and Service cloud products and features, generally working on 4-6 projects simultaneously.
- Create UI text, error messages, online help, and API docs for features such as Shift Management and Sales Cloud Einstein. Monthly active users (MAU) for each product ranged from 1,000s to tens of millions.
- Provided feedback on product design, working closely with UX, product management, and engineers.
- Created content strategy plans to align with product roadmaps and acted as the communication lead on a cross functional team with executive leaders, product managers, user experience, user researchers, engineers, and conversation design specialists for a generative AI product for Sales teams.
- Produced high-quality user onboarding experiences such as in-app guided setup assistance for products such as Shift Management and Sales Cloud Einstein, enabling customers to maximize the benefits of Salesforce products and cover key use cases, helping reduce churn by 5% year over year and reducing support cases by 12% and 18% respectively..
- Quickly responded to customer pain points gathered from PMs and customer success to implement solutions such as how-to articles and limitations, resulting in 23% increase in the number of customer cases closed with documentation for Field Service shift management.

Technical Writer and Documentation Manager, Agiloft

Redwood City, CA   MAY 2014 – JAN 2018

B2B Software development/technology. Agiloft, Inc. specializes in contract lifecycle management and business process management software for enterprise and government clients. I supported external and internal documentation needs in a startup-like environment, taking on many roles.

- Drove customer-centric product development through early testing, user stories, and UX-based solutions to design and implement in-app assistance and online help for a complex contract management system. Created feature specifications and wireframe prototypes for the user preferences page and subscription payments features.
- Managed and mentored a team of 2 dedicated writers and 15+ cross-functional contributors. Developed company style guide and oversaw all written and video content, including for internal and partner audiences, increasing content output by more than 300%.
- Authored technical articles, release notes, reference topics, and tutorials, generally working on 3-5 projects monthly.
- Completed migration from RoboHelp to Atlassian Confluence in 7 months, leading to improved customer and partner engagement and a 20% reduction in support cases.
- Managed release notes, reducing lag time between software release and accompanying documentation from 2 months to 1 week by implementing a standardized review process, working closely with QA and engineering leads.
- Drove system adoption through online user training by creating instructional modules, document templates, and video walk-throughs, utilizing Camtasia, Snagit, and Vimeo software tools and Confluence CMS.
- Designed a company-wide Sharepoint document management system for internal docs, e.g. procedures, sales quotes, and project data, facilitating onboarding and document discovery. Designed and administered document security and sharing policies, collaborating cross functionally with HR and Sales teams as the company grew from 25 to 80+ employees.