

Jo Rocca

TECHNICAL STRATEGY AND GOVERNANCE

PROFESSIONAL SUMMARY

MBA candidate and technical communicator with experience in AI systems, internal documentation, and public speaking. Passionate about using AI and communication to support consumer-focused, mission-driven organizations. Interested in ethical tech, digital standards, and the role of AI in public services. Strong collaborator with a foundation in business strategy and product-focused engineering.

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EDUCATION

MBA | Expected Completion: Jan 2026

Quantic School of Business and Technology, Remote

- Focus areas: Business Strategy, Leadership, Marketing & Communication

Master of International Relations | Jul 2019 - Jul 2021

University of Queensland, Brisbane

- Research focused on policy, governance, and cross-cultural communication

PROFESSIONAL EXPERIENCE

Software Engineer | June 2024-Present

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- Built and shipped AI summarization services for chatbot-to-human handoff using Claude via Amazon Bedrock
- Led internal design discussions on model selection, prompt structure, and system orchestration
- Developed session persistence and XML signaling logic to support structured output and conversation continuity
- Collaborated with engineers across the stack to integrate Zendesk ticket generation with feature flags and rollout strategy
- Supported structured output and conversation continuity in patient-facing chatbot systems.

LEADERSHIP & PROGRAMS

FemaleFounders – Entrepreneurship Intensive

6-week program, completed March 2024

- Participated in a founder development program focused on business modeling, customer validation, and early-stage strategy
- Gained hands-on experience with stakeholder alignment, leadership mindset, and innovation tools for emerging ventures

Public Engagement – Women in Tech & Blockchain Advocacy

Speaker/Panelist, Multiple Events – 2022-Present

- Delivered talks and participated in panels on blockchain adoption, emerging technologies, and gender equity in tech
- Focused on translating complex technical topics into accessible narratives for diverse audiences

SKILLS

Strategic Communication • Technical Writing • AI/LLM Systems (Bedrock, Claude) • Documentation • Public Speaking
