

Kristi Bierut

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[Portfolio](#) • [LinkedIn](#) • [GitHub](#)

Writer/editor pivoting to technical writing with 6+ years of experience in web content and product management in the tech industry.

Skills

XML • HTML • CSS • Markdown • Agile methodology • GitHub • SSGs (Hugo) • API documentation tools (Stoplight, Swagger) • REST APIs • Wordpress • Drupal • Google/Adobe Analytics • A/B testing • Microsoft 365

Experience

Communication Team (volunteer) • Highland Terrace PTA, Shoreline, WA Sep 2022–Present

- Maintain the PTA Wordpress website, hpta.org. Create and manage website content.
- Create and send the monthly PTA member newsletter using Mailchimp.

Parenting Career Break 2013–2022

Product and Editorial • [Education.com](https://www.education.com), Redwood City, CA

○ **Product Manager** Jul 2012–Jun 2013

- Led the end-to-end creation and launch of Education.com Plus, a premium subscription product that marked our entry into ecommerce and turned the company profitable. Oversaw all parts of the product lifecycle with a cross-functional team following agile dev processes.
 - Conducted user research pre- and post-release. Developed personas and user stories to identify needs of key user segments.
 - Wrote all internal and user-facing product documentation, including product requirements, Terms of Service, and customer FAQ.
 - Performed all QA testing and deployed A/B tests to optimize the conversion funnel.

○ **Associate Product Manager** Feb 2011–Jun 2012

- Helped establish a data-driven approach to decision making within the company.
 - Conducted in-depth analyses of traffic and user engagement metrics using Adobe and in-house analytics tools to identify areas for growth.
 - Launched our A/B testing program using Optimizely. Designed and deployed experiments to increase membership signups and user engagement and guide UX/design decisions.
 - Optimized UX copy in key user flows across the site in collaboration with editorial and design.
- Managed the school data API support inbox. Resolved user issues in partnership with engineers.

○ **Product Assistant** Jun 2010–Jan 2011

- Wrote requirements for products aimed at increasing user engagement including targeted registration flows and Collections, our first social feature.

○ **Editorial Assistant** Oct 2009–Jan 2011

- Managed a team of graphic designers creating printable worksheets. Led content development from strategy to final editing.
- Hired and trained 2 editorial interns who later joined as full-time staff.
- Created our in-house style guide after identifying the need and pitching the idea to management.
- Edited, wrote, and managed a variety of website content including instructional activities and articles.

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| Grant Writer • Dunn Write Communications (remote) | Sep 2007–Sep 2009 |
| <ul style="list-style-type: none">• Wrote and edited grant proposals and letters of inquiry. Researched and identified potential funders and performed audience analysis to ensure alignment of goals and proposal strategy. | |
| Staff Writer • ArtSlant, San Francisco, CA | Nov 2008–Aug 2009 |
| <ul style="list-style-type: none">• Wrote reviews of art exhibitions in the SF Bay Area for online art publication. | |
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Projects

Personal portfolio website	2024
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[Website link](#) | [GitHub](#)

Built with Hugo and the Congo theme. Hosted and deployed to GitHub pages using GitHub actions CI/CD workflow.

Starwipe API documentation site • UW Technical Writing program	Sep 2023–Nov 2023
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[bierut.stoplight.io](#) | [GitHub](#)

Built a mock API documentation site for an imaginary photo app called Starwipe. Designed a simple REST API following the OpenAPI standard. Interviewed developers to identify key documentation needs and common pain points. Created with Stoplight.

Education

Certificate, Professional Technical Writing • University of Washington, Seattle, WA	Nov 2023
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Skill Certificate, Web Development • Foothill College, Los Altos, CA	2010
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Skills: HTML, CSS, XML, JavaScript

BA, English • University of California, Santa Barbara, Santa Barbara, CA	2006
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