

Kurt N. Heiss, MBA (Marketing and Management)

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Marketing Writer

Professional Summary

Action-oriented business professional with 10+ years of experience in enterprise software and tech products. Proven track record of developing comprehensive documentation and driving writing initiatives. User-centric with strong communication skills and the ability to build robust stakeholder relationships. Effectively manage competing demands that result in achieving challenging organizational goals and objectives. Highly organized and astute strategist with a solid history of leadership through critical transitions/execution of initiatives.

Experience

Sr. API Technical Writer (Contractor) **UPS, Alpharetta, GA (remote)**

June 2023 to October 2023

- Developed specification standards and acceptance protocol for organization-wide UPS development teams
- Created detailed reference documentation, including endpoint descriptions, parameters, responses, and error handling
- Enhanced and repurposed legacy developer guide documentation for improved end-user experience
- Mentored other technical writers/developers on standards, writing tools, and team processes

Developer Relations Associate - Partner Engineering/Sr. API Technical Writer - Advertising **Roku, San Jose, CA**

May 2022 to March 2023

- Created and developed content and educational videos for the use of the Brightscript programming language
- Managed and developed initiative and strategy for customer Roku Ad Tech API Portal
- Created detailed API reference documentation, including endpoint descriptions, parameters, responses, and error handling

Sr. API Technical Writer (Contractor) **LinkedIn, Sunnyvale, CA**

September 2021 to May 2022

- Developed and managed LinkedIn Marketing Solutions customer engineering documentation
- Created detailed customer API reference documentation, including endpoint descriptions, parameters, responses, and error handling
- Designed and organized content for new API products and requirements gathering for the customer support team
- Managed Github document version control across the entire marketing library in parallel with API version control

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Product Owner 8x8, Sunnyvale, CA

January 2019 to August 2021

- Managed and developed a customer API Reference portal featuring value proposition, functioning interactive specifications, and endpoint use cases
- Evangelized and popularized a dormant API program
- Created detailed API reference documentation, including endpoint descriptions, parameters, responses, and error handling
- Created a customer information strategy followed by enterprise stakeholders
- Provided leadership to leverage product's strengths while boosting productivity, organization, and personal accountability among stakeholders
- Implemented API First Standardization Initiative across the enterprise

Kubernetes Platform Information Development (Contractor) Apple, Sunnyvale, CA

November to December 2018

- Managed and developed internal customer documentation projects for Apple's Kubernetes platform
- Strategize and liaise with the development team and program directors

Google Assistant Developer Information Development (Contractor) Google, Mountain View, CA

March to October 2018

- Managed and developed partner (e.g., Sony, LG) documentation projects for Google Assistant
- Collaborate with stakeholders across the Assistant platform to complete projects

AI/ML API/SDK Information Development (Contractor) SymphonyAI (Ayasdi), Menlo Park, CA

January to March 2018

- Managed customer web portal documentation
- Worked with the data science team to identify gaps in customer documentation

Senior Technical Writer (Contractor) Cisco Systems, San Jose, CA

January to September 2017

- Developed strategy and helped define the end-user experience for guided interaction authoring
- Managed and developed product user guides and API reference

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API Developer Portal Product Owner (Contractor)

NTTi3, East Palo Alto, CA

September to December 2016

- Managed customer documentation effort for SD-WAN product and API reference portal
- Confluence administration and content development

API Documentation/Financial Institution Customer Information

ExactBid - San Jose, CA

March 2015 to August 2016

- Managed and developed customer documentation and API reference information for the real estate due diligence portal

Senior Technical Writer/Project Manager (Contractor)

Symantec, OpenStack Platform, Mountain View, CA

March 2014 to February 2015

- Managed OpenStack developer guide projects and content creation

Workday Migration/Noogler Onboarding Process (Contractor)

Google - Mountain View, CA

August 2013 to March 2014

- Managed documentation effort for Google HR data migration project
- Built Visualization API Geochart for global Workday point-of-contact identification

Information Development/Marketing Communications

Aggregate Knowledge

February 2012 to February 2013

- Managed company customer documentation effort (technical, marketing, and sales)

Education

Master of Business Administration, Specialization in Marketing and Management

Santa Clara University, Leavey School of Business, Santa Clara, CA

Bachelor of Science in Zoology

University of Washington, Seattle, WA

IT Knowledge

APIs, OpenAPI specification and documentation, YAML, JSON, REST APIs, Markdown, Github, GitLab, Push and Pull Requests (small and large scale), Visual Studio Code with Redocly, SDK documentation, Microsoft Office Suite, Sharepoint, Generative AI, Azure, Postman, Camtasia, Doc as Code, Agile software development, SDLC, Brightscript, Salesforce, Roku OneView certification, HTML, CSS, JIRA, Google Cloud Apigee usage and administration, SwaggerHub usage and administration, readme.io, Stoplight, Perforce, content management systems, DITA, Oxygen, XML design and publishing, Google docs and sites, Confluence authoring and management, Jupyter notebooks, Linux, UNIX, C++, Python, Topographic Data Analysis, JavaScript, Figma, Miro