Lisa Sinclair - Writer

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## Overview

Lisa is a professional writer and communicator with two decades of experience in the field. She’s written content for non-profit organizations, IT start-ups, and big IT companies, plus freelanced for blogs, online magazines and print media.

She turns complex, difficult to understand ideas into easy to understand content by performing critical analysis, research and carefully interviewing subject matter experts.

Lisa has experience writing content using traditional tools such as MS Word, and has embraced the “Docs-as-Code” approach which integrates more easily with software development workflows and makes writing, source control, content reviews and deployment easier.

## Core competencies

| **Category** | **Competencies** |
| --- | --- |
| Writing | Writing accessible content for diverse audiences, editing and proofreading, education and support |
| Analysis | Critical thinking, interview skills and creative problem solving |
| Methodologies | Agile, Docs-as-Code |

## Technical skills

| **Category** | **Software** |
| --- | --- |
| Operating systems | Windows, Linux, MacOS |
| Software for writing | MS Word, Atlassian Confluence, Zendesk Guide, Pulsar edit (plaintext editor) |
| Source control | Git command line, GitHub Desktop, Atlassian BitBucket, GitLab |
| Ticketing systems | Atlassian Jira, GitHub, GitLab, Zendesk, FreshDesk |
| Project Management | Atlassian Jira, GitHub Projects, GitLab, Avaza |

## 

## Technical Writing experience

### Featurebase - October 2022 to present

* Review all existing documentation and create plan for restructure, rewrites and updates.
* Research then implement new GitHub Jekyll content delivery system for new documentation, plus page structure for different content categories
* Write new content while adapting and incorporating existing information to guarantee documentation is complete and accurate.
* Write “help-on-help” guidance to help developers understand how to write content

Samples: https://docs.featurebase.com

### Zendesk - October 2021 - July 2022

* Work with engineering teams to review and update internal documentation
* Design new structure and proof of concept to demonstrate using real engineering content
* Perform proofreading and editing duties for all developer created documentation
* Write fortnightly guidance on planning, structuring and writing content for engineering teams

### Mamori - January 2020 - July 2021

https://mamori.io

* Design new content structure for Mamori application documentation
* Interview subject-matter experts to obtain contextual information for new documentation
* Write new content and incorporate interview findings and existing content to provide proper context

### Linked Success - February 2020 - January 2021

* Review existing uEducateUs product documentation to identify gaps in coverage
* Analyse customer support tickets to identify frequently asked questions, workarounds and other useful information for documentation
* Design structure for documentation in Atlassian Confluence product
* Write new help for the *uEducateUs* school administration product

Samples: https://linkedsuccess.atlassian.net/wiki/spaces/UKB/overview

### Cirro - July 2017 - September 2019

https://cirro.com (now closed down)

* Review existing documentation to use as basis for new online help system
* Design and build Jekyll documentation site used to deliver documentation
* Write new content and add contextually useful information from earlier documentation

### Earlier employers of note

* Telstra – 2008
* Quest Software – 1999-2004

## General writing experience

### Linked Success - October 2019 - January 2021

* Review existing uEducateUs and Linked Success websites to determine useful content to retain
* Write copy suitable for the desired audience, including school administrators, staff, parents and students

Samples: \* https://ueducateus.com.au \* https://linked-success.com.au

### FilmBlerg.com - December 2014 - August 2017

* Attend movie previews then write reviews according to FilmBlerg style guide
* Write reviews of Television shows as requested
* Edit content as requested by reviewers

Samples: https://www.filmblerg.com/author/lisa-sinclair/

## Website management experience

### Linked Success - February 2020 - January 2021

* Review competitor websites and provide report on features, structure and technology
* Setup Atlassian BitBucket Git repositories for Linked Success and uEducateUs websites
* Implement Jekyll site framework for both sites
* Add copy and images approved by the client
* Setup Twitter and Google services for business
* Maintain sites for remainder of employment

### Freelance clients - January 2010 to present

* Build and maintain WordPress websites for clients
* Train clients in use of system and field email questions on an ongoing basis
* Provide WordPress support as required

Samples:

<https://genderqueer.org.au>

https://aawp.org.au