

Meg Bird

623.680.9052 | meagankalie@gmail.com | 10136 W. Robin Ln., Peoria, AZ 85383

Work experience

GitHub

San Francisco, CA

January 2016–Present

Senior Content Writer IV

- Managed timelines for product launches and major content releases. Worked with the dev and product management team to scope work and align on key messages for pricing changes, UX writing, and product renames. Developed and reviewed strategies and content for new features. Led the strategy, creation, and design of new feature content with writers and product managers outside of GitHub.
- Developed and executed high-level content strategies to revive content in large-scale improvement projects. Worked with specialized support members to collect ~70 outstanding tickets and metric data, participated in user research sessions, and prioritized based on content goals and constraints. Led site-wide content audits, redesign strategy, and content creation work for three large sections of our documentation, helping reduce support burden and gaining goodwill with other teams.
- Advocated for accessibility standards and personas in content models and style guide. Worked with external comms team and engineers on aligning messaging for new localization efforts. Created trainings for audience mapping and prioritized effort for reaching a diverse audience. Onboarded five new members of the content team, pairing on process and mentoring on successful asynchronous work to integrate new writers into the team's culture.

Enterprise Content Writer III

- Collaborated with Enterprise engineering and product managers to develop a three-month cadence for releasing product. Crafted release notes, created overarching content strategies, and wrote admin content for 10 cyclical releases. Developed end-to-end deprecation and release expectations for admin content to onboard writers as writing teams shifted.
- Reviewed and edited peers' writing daily, revising for clarity and to more closely align with content models, style guide principles, and shared voice. Wrote technical internal documentation for deploying production instances, moving assets to cloud servers, keeping branches aligned with upstream, timelines for admin releases, and standard processes for managing admin content with other writers. Created processes for communicating with engineers and product managers, including templates that streamlined conversations and facilitated truly asynchronous work.
- Worked closely with product managers and engineers balance jargon with clarity without compromising accuracy.

cPanel

Houston, TX

April 2013–December 2015

Technical Writer I & II

- Peer-reviewed colleagues' work and communicated critical feedback with professionalism and compassion.
- Used Git to collaborate with teams and implement UX content changes for an admin audience.
- Collaborated with an agile development team to produce content deliverables for UI text, documentation, and blog posts following company and department standards

Education

BYU

April 2013

Bachelor of Arts in English, Professional Writing Emphasis, Summa Cum Laude