Prachi Sapkota

TECHNICAL WRITER | SEO ANALYST | CONTENT WRITER

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PROFESSIONAL SUMMARY

Detail-oriented with a strong foundation in user-centered documentation and a passion for simplifying complex information. Skilled in industry-standard tools like **Adobe FrameMaker** and **MadCap Flare**. Experience creating user guides, online help systems, and content for both technical and novice audiences. Proven ability to apply UX principles and SEO optimization to produce engaging and accessible content that helps users succeed.

Core Competencies:

- **Technical Writing & Documentation:** Topic-based writing, UX writing, online help systems, and SEO content.

- **Tools:** Adobe FrameMaker, MadCap Flare, Figma, Visual Studio Code, Adobe Acrobat, Jira, Snagit, MS Word, Google Analytics, SEMrush, and Google Search Console.

- **Web & Style Guides:** HTML/CSS, JavaScript, Microsoft Style Guide, and IBM Style Guide.

TECHNICAL COMMUNICATION EXPERIENCE

Student Technical Writer   *May 2025–Present*
Academic Projects—Technical Communication Program
Seneca Polytechnic, North York, ON

- Crafted user-centered documentation using plain language and empathy-driven techniques to support both technical and beginner audiences.

- Authored a professional online help system in **MadCap Flare** by leveraging variables, snippets, and conditional text, and developed indexed content to support multiple user types through single-sourcing techniques.

- Built a comprehensive multi-chapter user guide in **Adobe FrameMaker**, applying advanced features such as cross-referencing, indexing, and automated tables of contents to create styled, professional outputs

- Collaborated on a UX Design project where user research and persona development led to a structured help center that improved content findability and user navigation

- Developed a style guide for a major grocery brand, applying **IBM Style Guide** principles to ensure consistency in tone, formatting, grammar, and inclusive language.

- Applied Agile methods and used **Jira** to track progress and manage collaborative projects effectively.

SEO Analyst and Content Writer   *March 2022–December 2022*
VolgAI• Kathmandu, Nepal

- Drove improved search engine rankings and audience attraction by creating compelling, SEO-optimized blog posts and articles for the company and international clients.

- Developed comprehensive SEO strategies, including keyword research and link building, to enhance website visibility.

- Monitored user engagement and identified opportunities for improvement by utilizing **Google Analytics** and **Google Search Console**.

- Collaborated directly with clients to ensure content creation aligned with their unique brand identities and business goals.

EDUCATION & CERTIFICATES

Technical Communication   *May 2025–Present*
Seneca Polytechnic, North York, Canada

Post Graduate in IT - Project Management   *May 2024–Dec 2024*
Conestoga College, Kitchener, Canada

Bachelor of Science in Computer Science & Information Technology   *2015-2019*
Godawari College, Tribhuvan University, Itahari, Nepal

Digital Marketing Certification   *June 2021–September 2021*
Broadway Infosys, Kathmandu, Nepal

TECHNICAL SKILLS

Tools

Adobe FrameMaker, MadCap Flare, Flare Online, Visual Studio Code, Jira, Adobe Acrobat, Microsoft Word, Google Analytics, SEMrush, Google Search Console, Google Trends.

Language and Web

HTML, CSS, Javascript (basic)

Writing and Documentation

Topic-based writing, UX writing, SEO content, online help systems

Style Guides

Microsoft Style Guide, IBM Style Guide