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<https://rebejellis.github.io/xcultural-content/>

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## **WORK HISTORY**

### **Technical Writer, Virtusa for Google | October 2022 – Present**

- Crafted a compelling value proposition for a mobile app development framework migration to Google's Server Platform for development team executives, convincing half of the business areas in scope to fully migrate their framework, improving developer experience and standardizing. Subsequently, the resulting reduction in maintenance costs of the framework translated to a decrease in on-call involvement in the release process by 81% from 402 manual involvement incidences to 74, allowing on-call to focus more time on feature work.
- Authored a detailed case study for YouTube's client-side library migration to Server Platform, revealing cost savings for YouTube of ~0.58% of the average cost for off-platform services.
- AI-augmented documentation processes, technical writing, experimentation and testing: Discovered and measured the impact of genAI tools on technical writing and bug risk prediction - what worked and what didn't work. After demonstrating an average of 45% time savings by automating text translation from English into other languages, and restructuring text according to existing templates, my team adopted these new tools. Use of generative AI applications Bard powered by Gemini for AI prompt engineering.
- Developed a resource index for DevAI and integrated glossary references, including translating the GenAI Quickstart guide.
- Collaborated with instructional designers to design Python online courses for an advanced data analytics course, garnering 60,000 enrollment for each 6-month course cycle, a 4.7 rating, and training data analysts for an estimated 114,000 open positions each quarter.

### **Senior Technical Writer, Ford Motor Company, Contract | January 2022 – October 2022**

- Documented onboarding and development best practices and participated in GitHub forum discussions for the enterprise AI/ML platform, Mach1ML, allowing for important data insights and providing a link to the executive analytics dashboard. Developed comprehensive training and onboarding materials, including videos, articles, and blogs, which helped fully onboard ML engineers and data scientists conduct business intelligence.
- Contributed to NLP and MLOps process and software documentation.
- Assisted in designing a GenAI hackathon for an in-car chat app and produced end-user facing blogs and data visualizations.

- Collaborated within a Sharepoint environment for seamless workflow.

**Senior Technical Writer, EPAM Systems, Inc., Remote | August 2018 – Jan. 2022**

- Produced user-friendly one-page mandatory service announcements.
- Engaged in user feedback analysis.
- Led and designed bug utilization study for the vendor team, which revealed an 80% within SLO resolution rate.
- Documented API (REST, JSON, XML) using CI/CD tools and Markdown/static site generator templates.
- Utilized CI/CD tool Jenkins and Google Cloud Platform tools.
- Drafted SOPs, managed documents, and developed Apps Script tools for Project Management documentation.
- ITIL processes

**Project Management Consultant, VOPA International, Ltd./DGA/GPO VALLAS, Mexico City | April 2016 – July 2018**

- Used Agile management to prepare Business Requirements and Work Plans.
- Coordinated daily scrums with stakeholders and partners, achieving the full implementation of managed client migration to Cloudera Big Data platform.
- Managed finance reporting, conducted weekly risk assessments, and handled stakeholder/partner communications.
- Tracked the development of Cost to Serve and Cost to Produce models across ten tracks in two projects.
- Documented departmental and company-wide SAP processes for software reimplementations and improvements.
- Managed communication for Digital Out of Home solutions for exterior advertising, including business cases and RFPs.
- Led development and marketing efforts to achieve a 190% average growth of user universe and a 65-fold increase in Facebook followers within one year by allocating \$25 per month in ad buys, costing a fraction of a cent per ad result.
- Hired staff; researched software development and marketing agencies and interviewed candidates.
- Directed a 5-person team for content and development objectives in a mobile app startup.
- Proposed and led integration of and staff training on new task management and cloud communication tools with internal project management tools (Slack, Bitrix, Trello, JIRA), improving communication, accountability, transparency between functional areas, and timeliness of deliverables.

- Supervised development using git repositories (Testfairy, Bitbucket, github) and Gantt development pipeline tools to obtain overview of processes, recording in Gantt format for internal project documentation.
- Ran A/B split testing of landing pages.

**Legal Translator and Communications, Arochi & Lindner/ Capín, Calderón, Ramírez & Gutiérrez-Azpe, Mexico | August 2013 - May 2016**

- Headed translation and communications outreach for leading law firms specializing in trademarks, corporate and patent law, mergers and acquisitions, international finance
- Edited English language website and translated litigations, patent titles, trademark certificates, and memoranda.
- Redacted partner LinkedIn profiles; compiled legal English/Spanish glossary to import into translation software.
- Translated marketing material, legal opinions, trademark applications and patent claims from Spanish to English.

**Senior Research Consultant, PODER, Mexico | August 2012 - July 2013**

- U.S. non-profit promoting transparency and corporate responsibility in Mexico
- Led 12-month project to conduct business intelligence, impact analysis, market research and risk assessment in Mexico City's service sector.
- Produced extensive reports for international investors based on research of government databases, corporate responsibility statements
- Held interviews with key stakeholders.
- Conducted influence-mapping and contact to industry decision makers.
- Collaborated with other NGOs and human rights groups.

**Technical Translator, SuSE/Novell GmbH, Nuremberg, Germany | January 2010 - May 2011**

- Worked with technical writers to translate documentation for SuSE software packages.
- Translated user manuals, books, and technical documentation from German to English
- Review of internal documentation for developers (YAQs onboarding application).
- Edited English-language FAQs and white papers.

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**EDUCATION**

- Master of Science in Journalism, Columbia University, New York, N.Y., 2012
- Master of Arts, Diploma: Communications and Language, Multimedia Studies, Polytechnic University, Berlin, Germany, 2010

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## RELATED SKILLS

- Writing and editing skills, content design
- Understanding of AI/ML and GenAI concepts for documenting AI/ML systems
- Information architecture and user empathy
- Project management and digital marketing
- Cloud integration and API Documentation (REST, JSON, XML)
- Online course design and mobile app development prototyping
- UX writing tools (Figma, Sketch, Lucid Charts) and SEO/content strategy
- Familiarity with SQL and databases
- Docs-as-Code toolchain
- gcloud command line
- Cloud Console scripts
- Python
- Linux