

# Rebecca Ellis

Phone: +1 646 349 0502 | Website: <https://rebejellis.github.io/xcultural-content/>

## SKILLS

- Content development for developers and end users
- Technical documentation/writing for Cloud, FinTech and SaaS products
- AI/ML and GenAI domain expertise and prompt engineering
- Information architecture
- User empathy
- Designing documentation strategy
- Cloud integration and API Documentation (REST, JSON, XML)
- Project management tools JIRA, Bitrix, Atlas, Smartsheets
- Postman, TestFairy
- UX writing tools (Figma, Sketch, Lucid Charts) and SEO
- Knowledge management tools and CMS ServiceNow, Notion
- Tools/processes (DITA, Swagger, WordPress)
- Familiarity with SQL and data queries
- Docs-as-Code toolchain
- gcloud command line and scripting
- Apps Script
- Python
- Linux
- GCP and Workspace

## WORK HISTORY

### Technical Documentation, VCA Animal Hospitals, Fixed Term Contract

*January 2024 – Present*

- Scoped and led technical documentation project concerning mobile appointment management and medical data capturing mobile app for use by hospital associates and veterinarians
- Scoped and led technical documentation project of Scribe, an AI-driven medical transcription application
- Work with stakeholders (product engineers and doctors)
- Usability testing of mobile apps and AI transcription service
- Leveraged UX data: user heuristics and other survey data

### AI Technical Writer, Virtusa for Google

*October 2022 – January 2024*

- Created a value proposition for new Google's Analytics clients to describe frontend migration to Google's Server Platform, targeting development team executives, introducing a new process and workflows for the Analytics development team and Google partners, convincing half of the business areas in scope to fully migrate their framework, improving developer experience and standardizing processes, resulting in reduced framework maintenance costs and on-call involvement in the release process by 81% - from 402 manual involvement incidences to 74.
- Authored a detailed case study for YouTube's client-side library migration to Server

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Platform, revealing cost savings for YouTube of ~0.58% of the average cost for off-platform services.

- Conducted 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.
- Used Critique for code review.

## 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, resulting in a 35% uptick in platform usage across the enterprise.
- 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.

## Technical Author, Learnship GmbH, Contract

*May 2022 – September 2022*

- Created user manuals facilitating onboarding processes for Gainsight sales dashboard users.
- Executed UX writing, technical authoring, and language app testing for enhanced user experiences.
- Created job aides for the sales team.

## Senior Technical Writer, EPAM Systems, Inc., Remote

*August 2018 – January 2022*

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- Produced user-friendly one-page mandatory service announcements, reducing support load by 15% compared to previous years.
- Engaged in user feedback analysis and captured the data for consistent improvements to the communications, achieving a 25% increase in positive ratings.
- Led and designed bug utilization study for the vendor team, achieving 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.
- Used ITIL processes.

## **Project Management Consultant, VOPA International, Ltd./DGA/GPO VALLAS, Mexico**

*April 2016 – August 2018*

- Trained and directed a 5-person team for content and development objectives in a mobile app startup.
- 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.
- 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 processes for software reimplementation 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.
- Led staff training on new task management and cloud communication tools with internal project management tools improving communication, accountability, transparency between functional areas, and timeliness of deliverables.

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## **EDUCATION**

**Columbia University, New York, N.Y.** *Master of Science in Journalism*

**Polytechnic University, Berlin, Germany** *Diploma Communications and Multimedia Studies*