ROOSEVELT RUSSEL C. PATALINGHOG

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SKILLS AND EXPERIENCE▶

- Senior Technical Writer with 23+ years of experience in creating and managing technical documentation, including API references, user guides, and e-learning materials.
- Experienced in documentation project management
- Experienced in API documentation (REST API, OpenAPI) and docs-as-code documentation development process
- Expertise in docs-as-code workflows, single-source publishing, and Agile methodologies.
- Skilled in leveraging advanced tools such as Adobe FrameMaker, RoboHelp, Oxygen XML, and Readme.io to deliver high-quality, user-focused content.
- Proven ability to collaborate with cross-functional teams, including developers, engineers, and product managers, to align documentation with business objectives.
- Experienced in Generative AI tools such as OpenAI products, Langchain, Flowise, Bubble and other code and no-code solutions for app development, content generation and data analysis and querying
- Experienced with single-source-publishing using Adobe Framemaker, Authorit and Oxygen XML
- Experienced in mentoring and leading documentation teams to improve processes and maintain documentation excellence.

CORE COMPETENCIES▶

- **Technical Documentation**: API References (REST, OpenAPI) and Documentation, User Manuals, Online Help, SOPs
- **Tools & Platforms**: Adobe Creative Suite, Davinci Resolve, Affinity Designer, Canva, Adobe FrameMaker, RoboHelp, Oxygen XML, Confluence, JIRA, Readme.io, WordPress, Markdown authoring with MkDocs
- **AI & Automation**: Generative AI Tools (OpenAI, Langchain), Workflow Automation
- **E-Learning Development**: Developer Experience Management, Tutorial Creation, Multimedia Content, Corporate Training
- **Leadership & Mentorship**: Team Development, Process Standardization, Cross-Functional Collaboration

WORK HISTORY ▶

Senior Technical Writer (Contractor), FrankieOne, March, 2023 - current
- Responsible for preparing, editing and maintaining public facing technical content such as API reference, technical integration guides and product documentation
- Performs ongoing evaluation of documentation productivity tools using AI-powered options
- Collaborate with engineering and product teams to produce, update and improve product documentation using Atlassians products (Confluence and JIRA), Github, Readme.com, and Slack platforms

Technical Writer / Content Manager, Next Reason, November, 2021 - March,2023
- Developed content strategy aligned with short-term and long-term marketing targets
- Collaborated with engineering, marketing and product teams to plan and develop site content, and marketing assets
- Developed an editorial calendar, created and published engaging and optimize content according to SEO, CRO and marketing direction
- Edited, proofread and improved all public-facing documentation
- Managed content distribution to online channels and social media platforms to increase web traffic
- Prepared, edited and maintained public facing technical content such as API reference, technical integration guides and product documentation
- Created internal standards for documentation and communication, and set SOPs for company tasks and operations
- Collaborated with engineering and support teams to produce, update and improve product documentation using Bitbucket (Git), Readme.io, and Clickup up platforms
- Created the marketing strategy for the company, including Social Media marketing, SEO and CRO, as well as market research campaigns
- Redesigned, developed, and maintained the company website to better align with the branding and marketing direction of the company and its product suite

Digital Marketing and Conversion Rate Optimization Specialist, Consultant (Freelance), July, 2012 - October, 2021
- Provided expert advice to SMEs, Private and Government organization on the use of digital marketing for promotion and conversion
- Assisted in digital transformation from traditional processes to digital platforms for business process optimization
- Evaluated and managed online presence of clients
- Created and managed digital, SEO/SEM, and online marketing campaigns for clients
- Worked with clients to develop social media and multimedia strategies for their campaigns and overall branding
- Lead online presence management and marketing teams for clients
- Developed and train social media teams for consulting clients

Digital Product Owner (Website), HC Consumer Finance Philippines Inc. April, 2018 - April 2019

- Managed the development and maintenance of the Home Credit Philippines company website
- Worked closely with stakeholders for the effective development and improvement of the website sections and functionalities
- Led and grew the Web Scrum team into a high performing team, working within the company's implementation of Agile methodology
- Worked with management to align website development with company's goals and direction

Digital Marketing Manager, Kinetic Intelligence Staffing / Caterlink Pte. Ltd., February, 2015 - February, 2016

- Developed the online presence of Comkit Online through SEO, blogging, social media marketing and search marketing activities
- Created the official blog and wrote pillar articles to establish authority of the brand.
- Created multimedia content for online and offline marketing for Caterlink and Comkit Online
- Worked closely with the Marketing Manager to align digital marketing activities with those of offline marketing plans and strategies
- Worked closely with the sales team to ensure digital marketing strategies were accurate and relevant to sales efforts

Online Marketing Consultant, Provincial Government of Tarlac, May, 2014 – October, 2014

- Created the Online Marketing Plan for the Sustainable Tourism Development Project's (STDP) tourism awareness campaign
- Conducted trainings on Branding, Marketing, and Online Presence for the management and staff of STDP

Social Media Consultant, Philippine Health Insurance Corporation, January,2012 – April, 2014

- Provided technical assistance in the creation of the social marketing platform of the corporation
- Developed the social media policy and operational guidelines for the proper implementation of the social marketing platform
- Provided technical assistance in the development of the new corporate website, i.e., features identification, usability design, development, and management
- Conducted capacity building trainings and workshops for the staff of the corporation on the following topics:

Learning and Documentation Supervisor, RingCentral, Inc, January, 2012 – June, 2012

- Managed the Knowledgebase team and helped standardize processes for Knowledgebase development
- Ensured the release of all documentation in a timely manner to meet the needs of both the staff as well as prospective and active clients
- Managed the Multimedia staff and standardized the creation of online videos and graphics to help the customer support department

- Managed the online community and social media staff that handled customer support concerns on the different social networks of the company

Senior Technical Writer, JDS Uniphase T&M Singapore Pte Ltd, May, 2008 – December, 2011

- Researched, created, updated and maintained documentation for protocol test solutions and storage and network test analyzers
- Created and updated User Guides, Online Help, and API Help files for use by developers and customers using Adobe Framemaker and Adobe Robohelp
- Created a software learning course using Adobe Captivate and Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, and AfterEffects)
- Worked closely with people within the organization including the Software Developers, Hardware Engineers, Sales and Marketing Staff and Project Managers in ensuring that all releases were accurate and written appropriately for multiple audiences, including the support staff, administrators, and customers
- Ensured the release of all documentation in a timely manner to meet the needs of both the staff as well as prospective and active clients

Technical Writer, Contractor, November, 2006 – April, 2008

Worked as technical writer contractor for the following companies:

- Verifone Global Dev't. Center Phils.
- Lawson PSSC
- Encentuate Inc.

Senior E-Learning Developer / Lead Technical Writer, Learn.com, Headstrong Philippines, Inc., October, 2005 – October, 2006

- Ensured the quality of the scripts and tutorial streams for E-learning by doing extensive reviews before delivery to the client for approval
- Conducted Project Metrics and Quality Measurement activities for projects
- Handled the distribution of tasks to the appropriate writers or developers
- Conducted a one-month technical writing training and refresher course for Learn.com writers
- Developed multimedia web-based E-learning tools, i.e., tutorial streams for Microsoft Office and Lotus Notes applications
- Utilized Adobe Photoshop and Premiere, Sound Forge, Snag It!, and StreamMaker to produce the final tutorial stream

Supervisor, Corporate Communications Department, Telic Communications, Inc. April, 2004 – August, 2005

- Researched, created, updated and maintained all the documentation released externally for general consumption including but not limited to product manuals, data sheets, specification sheets and service brochures
- Worked closely with people within the organization including the System Analysts, Sales and Marketing, and the President in ensuring that all release notes were accurate and written appropriately for multiple audiences, including the support staff, administrators, and customers
- Reformatted and maintained the Support Documents Section of the Company's Technical Support Website and standardized the documentation process of the company

- Created a Document Style Guide for the company

Senior Technical Writer, Ulead Systems, Inc. (Phils.). February, 2003 – February, 2004
- Authored, edited, and reviewed documents (i.e. user guides, user manuals, online help and tutorials) for various multimedia software products
- Led a group of technical writers in creating a user guide for a DVD authoring software
- Closely coordinated with counterparts in Taiwan regarding technical details and specifications to ensure the achievement of project milestones

EDUCATION▶

University of the Philippines - Diliman, 1st Semester, SY 1996-1997 to 1st Semester, SY 2003-2004
- Graduated Bachelor of Library and Information Science
- Relevant courses taken:
  - Microcomputer-based Information Systems
  - Advanced Information Processing and Handling
  - Software Application in Library and Information Systems
  - Major subjects in Library Operations and Management

British Council – Singapore, 22-23 April 2010
- Corporate Training – Technical Writing Workshop
- Skills learned from the workshop:

  - Getting thoughts and ideas on paper
  - Understanding features and differences of technical documents
  - Becoming a more critical editor of technical documents

Hootsuite University , 11- 18 June 2012
- Completed online certification as **Hootsuite Certified Professional**
- Trained to help clients utilize social media software tools to enhance online communications and marketing strategy
- Trained in effective use of the Hootsuite Social Media Management System

Wharton School of the University of Pennsylvania – Coursera, 20 April to 21 July 2014
- Completed the online course by industry experts entitled: **An Introduction to Marketing**
- Learned modern marketing concepts over a nine-week period
- Covered topics on Branding, Customer Centricity, and Go-to-Market Strategies

Google Digital Garage, 23 May 2019
- Completed the official online course designed and created by Google, Inc.: **The Fundamentals of Digital Marketing**
- Covered topics on Taking Businesses online, Branding, Customer Acquisition and Engagement, Online Advertising, Tracking and Measurements, and others.