

# VERONICA STAROVOIT

starovoitv@gmail.com — veronistar.github.io

## SKILLS

**Technical communication:** Help centers, developer documentation, UX writing, translation management, single-sourcing, content strategy.

**Content management systems:** Static site generators, Oxygen XML, XMetaL, Doxygen, MadCap Suite, Framemaker.

**Web and software development:** HTML, CSS, Git, Unix, Markdown, JavaScript, Ruby, Python, PHP, Wordpress.

**Data analytics:** SQL, Excel, Tableau, Google Analytics, data visualization.

## JOB HISTORY

### Sr. Technical Writer / Amazon (Prime Air)

February 2019 – present

- Managing FAA-compliant documentation used for the deployment, development, and maintenance of unmanned aerial vehicles (UAVs), also known as delivery drones. Standards utilized include iSpec 2200, ASD-STE100, and the Microsoft Manual of Style.
- Formulating a scalable content management strategy by introducing a help authoring tool, project management mechanisms, and streamlining subject matter expert contributions.
- Content sets managed include maintenance instructions, software and firmware development guides, UI microcopy, and regulatory documents.

### Sr. Technical Writer / Amazon (Advertising)

November 2015 – February 2019

- Led the help center and UX writing strategy for Amazon DSP (formerly Amazon Advertising Platform), an enterprise marketing solution used to reach shoppers around Amazon's sites and products.
- Wrote end user and API documentation, tooltips, error messages, and other on-screen language using Amazon standards, user studies, and industry research.
- Improved content usability through migration to a scaleable, localization-friendly CMS, establishing UI and documentation writing standards, and rolling out string management best practices.

### Sr. Technical Writer / Pearson Education

February 2012 – November 2015

- Wrote and reviewed documentation including but not limited to: context-sensitive web help, user guides, release notes, in-product UI, and developer-oriented API guides for RESTful web services.

- Spearheaded initiatives to convert help to HTML5, create a new support landing page on all Pearson Schoolnet sites, add glossaries, user test help, and connect analytics and survey capabilities to help.
- Documented release activities by participating in daily scrums and other Agile meetings. Worked closely with developers, testers, and others during these meetings to ensure products were well-documented.

#### **Technical Writer / Geosoft Inc.**

April 2011 – March 2012

- Developed and maintained various instructional materials for natural resource engineering audiences including online help systems, manuals, how-to guides, product descriptions, release notes, and videos.
- Single sourced and packaged documentation using MadCap's Suite to prepare it for translation. Saved over \$15k by single sourcing.
- Launched a social media program. Maintained Geosoft's social networking presence on sites like Wikipedia, Facebook, and YouTube.

#### **Technical Writer (Project) / IBM**

October 2010 – December 2010

- Authored a user guide in cooperation with IBM's Software Lab.
- Interacted with software developers, system architects, and fellow technical writers to scope requirements and complete the guide.
- Used Arbortext software and DITA XML to generate help content.

#### **Writer (Freelance) / Demand Media**

January 2010 – December 2010

- How-to articles published on livestrong.com, ehow.com, and other sites including "How to Create a Search Engine" and "What to do in the Irish Midlands".
- Used modular writing practices by creating About (concept), How to (task) and Fact Sheet (reference) articles.

## **EDUCATION**

Certificate in Data Analytics / General Assembly  
2018 – 2018

Certificate in Web Development / New York University  
2012 – 2013

Certificate in Technical Communications / Seneca College  
2010 – 2011

Bachelor of Arts in English and Professional Writing / York University  
2006 – 2010