VERONICA STAROVOIT

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SKILLS

Technical communication: UX/UI writing, help centers, API documentation, localization and translation management, single-sourcing, content strategy.

Content management systems: Markdown-based site generators, Oxygen XML, XMetaL, MadCap Suite, Framemaker.

Web development: HTML, CSS, JavaScript, Ruby, PHP, Wordpress.

Data analytics: SQL, Excel, Tableau, Google Analytics.

JOB HISTORY

Sr. Technical Writer / Amazon Prime Air
February 2019 – present

- Writing documentation used for the development and maintenance of unmanned aerial vehicles (UAVs), also known as delivery drones.
- Formulating a scalable S1000D-compliant content management strategy by introducing a help authoring and content audit system.
- 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, across the web, in mobile apps, and other touchpoints.
- 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 development 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 and implemented a social media program. Maintained Geosoft's social networking presence on sites like Wikipedia, Facebook, Twitter, LinkedIn, 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