Jennifer Hoffman

# Experience

## Pantheon Platform

### Senior Technical Writer

### February 2022 – July 2023

Technical writing, editing, and information architecture for WebOps platform user documentation. Audience ranged from senior developers to billing staff.

* Developed and implemented complete information architecture for 800+ page documentation site, simplifying content maintenance, and making information easier for users to find.
* Created a new document type that serves as a hub for product information, allowing current and prospective customers to quickly access all information regarding a product.
* Wrote new Getting Started guide, taking the user from sign-up to site launch without them having to reference any other document.
* Created content reports and used Google Analytics to review site usage and recommend improvements.
* Streamlined team task management by building new JIRA and GitHub projects, then integrating the two.

## Microsoft

### Technical Editor

### June 2021 to February 2022

Review and edit all articles for the Azure Support Customer Experience (used by all levels of Azure developers). Contract position.

* Wrote new authoring guidelines and contributed to content strategy for Solutions 2.0, a new initiative to raise the bar for self-help content. This initiative saved Microsoft $2.5M in 2021 by deflecting customer support requests from the engineering team.
* Published 1100 articles per month via GitHub pull requests.

## Amazon

### Technical Writer

### November 2020 – May 2021

Wrote, edited and published standard operating procedures for the Seller Support call center associates. Contract Position.

## Golden 1 Credit Union

### Senior Digital Business Analyst

### March 2019 – August 2020

Served as a liaison between IT, Operations, and Digital business lines to analyze business and user needs, document business requirements, and resolve complex system problems.

## Franklin Templeton Investments

### Global Web Production Lead

### November 2009 – March 2019

Oversaw all marketing operations of Franklin Templeton’s Americas web properties (6 domains averaging over 300,000 visitors monthly).

* Launched and managed the corporate business resource group ABLE@FTI, a global community for employees who have loved ones with special needs.
* Defined and implemented US Retail website content strategy. Resulted in a 20% decrease in manual publishing work while shortening time to market from three days to a few hours.

## DST Output

### Principal Applications Analyst

### September 2007 – October 2009

Software and user interface requirements analysis for online bill pay application.

## DST Output

### Senior Technical Writer, DST Output

### September 2005 – August 2007

Technical writing and XML development for the e-commerce software division. Content was geared toward implementation managers.

* Converted a documentation set to XML, resulting in greater accuracy and a significant decrease in the time required to update documentation for multiple clients.
* Developed a standard documentation set that better met the needs of each audience, reducing calls to support.

# Education

## Northwestern University

Bachelor of Science in Communication Studies

# Certifications

* Foundations: Data, Data, Everywhere, Coursera, October 2023
* TeamOps Foundations, GitLab, October 2023

# Skills

* Agile Methodologies
* API Documentation
* DITA
* FrameMaker
* GitHub
* GraphQL
* HTML
* JIRA
* Markdown
* Microsoft Office
* Oxygen XML Editor
* Project Management
* SharePoint
* Web Production and Publishing
* XML/XSL