SUSAN KRAFT-YORKE

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197 Nottingham Avenue, Redwood City, CA 94063

# Technical Writer

## QUALIFICATIONS SUMMARY

Experienced technical writer with online media industry and computer networks experience. Skilled in Technical Writing, Project Management, Scrum, and Training with a master of science degree from University of California, Santa Cruz.

Experienced technical writer with a demonstrated history of working in the online media industry. Skilled in Agile, Management, Technical Writing, Training, Scrum, Social Media, and User Experience. Strong information technology professional with an Master of Science in applied physics from University of California, Santa Cruz.

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| Operating Systems | Mac OSX, Windows, Unix, DOS |
| Authoring | ePublisher, FrameMaker, HTML, MacDown, RoboHelp, Word |
| Graphics | Illustrator CS, mp3DirectCut, SnagIt, Paint, Photoshop, Premiere Elements video editor, Visio |
| Other | Acrobat Pro, Atlassian Confluence, Atlassian Jira, BBEdit, DreamWeaver, Excel, GitHub, GitX, MatterMost , MS Project, MS PowerPoint, MS SharePoint, Omniplan, Slack, Web-ex, XML |
| Content Deliverables | API, data sheets, Gantt charts, installation and configuration guides, Instagram, Facebook ads, online help, overview manuals, product requirements, product information and safety guides, project plans, quick start guides, supporting technical diagrams, system descriptions, reference manuals, release notes, system administration guides, time-lines, user guides, white papers, Web and wiki sites |
| Languages | HTML, Markdown, Wiki markup, JQL, DCL, FORTRAN |
| Industries | AI, e-readers, e-commerce, machine learning, networks, online advertising, proteomics, public relations, security, spend analytics, video |

## EDUCATION

MS, Geophysics, University of California, Santa Cruz

BS, Geophysics, University of Alaska, Fairbanks,

General Science and Mathematics, University of Bloomington, Indiana

Computer Science, Vanderbilt University, Nashville

## PROFESSIONAL EXPERIENCE

**Expert Support, Sunnyvale, CA May 2018 – August 2018**

**Senior Technical Writer**

Edited internal website product documentation based on a web app and an API set which tracks and gives visibility into the current vulnerability state of hardware, systems, services, and assets. Authored with markdown and tracked with GitHub repositories.

Client: Apple of Sunnyvale, CA

**Zippity Art, Redwood City, CA May 2017 – February 2018**

**Chief Imagineer and Co-Founder**

Zippity Art is an online sales platform and is one step out of stealth mode with a recent soft launch. Authored with platform tools and tracked with Omniplan.

• Responsible for all content, technical writing, video production, and design.

• Design and manage the plan for a soft launch in Q42017 and lead the project plan design for the Q1-Q3 2018.

• Develop customer-facing corporate stories tying all social media posts.

**Kraft Consulting, Redwood City, CA Oct 2015 – May 2017**

**Senior Technical Writer**

Interviewed subject matter experts (architects, product managers, sr. engineers), wrote reference, help, support, and how-to content Supplied style guides for start-ups. Used feedback to update platform content. Authored with Google Docs.

• Write, publish, maintain developer-facing documentation.

• Write help, support, how-to content, and policies. Reported to executives.

• Employ online community management methods to drive community awareness and clients to the business location.

Clients: Presto of Redwood City, Uncommon.co of Palo Alto, The Grid of Los Angeles, Xtime of Redwood City, The Main Gallery od Redwood City

**Merchant e-Solutions, Redwood City Feb 2014 – Sep 2015**

**Technical Writer and Jira Administrator:**

Developed and recorded Jira how-to instructional files. Defined and drafted project management structure as firm transitioned from startup to highly scalable business processing $1B/month in payment transactions. Reported to EVP Product. Authored with Google Docs and tracked SDLC sprints with Jira.

**Adap.tv, San Mateo Oct 2012 – Nov 2013**

**Program Manager and Technical Writer:**

Wrote corporate policies and sales training guidelines for new releases**.** Managed ongoing deployment projects across multiple teams, revamping a dysfunctional Jira project planning system which led to the company’s rapid growth spurt. Reported to EVP Engineering. Authored with Google Docs and tracked SDLC sprints with Jira.

**WCA Anniversary Conference and Exhibition Mar 2011 – Dec 2012**

**Coordinator and Public Relations Manager**

Managed 40-member cross-functional team to design and produce national conference. Engaged participation of celebrities that included Geena Davis, Malissa Feruzzi Shriver, and Sandra Fluke. Directed and produced multiple video ads. Authored with Word and tracked with Project. Produced PSA video and television spots to increase public awareness.

**Infoblox, Santa Clara, CA Jun 2010 – Sept 2012**

**Project Manager and Sr. Technical Writer**

Co-wrote white papers and executed custom research projects capturing corporate vision and new business strategies. Project managed Advanced Technology Group resulting from these research white papers. Reported to CTO. Authored with Word and tracked with SharePoint.

**Skiff e-Reader, Palo Alto, CA Jan 2010 – Jun 2010**

**Contract Sr. Technical Writer**

Developed and wrote the full technical documentation suite including how-to guides and instruction manuals for a first generation e-reader. Wrote e reference, help, support, and how-to content. Authored with FrameMaker.

**Silicon Valley Women’s Caucus for Art, Palo Alto, CA Oct 2008 – Jun 2014**

**Public Relations Director and Content Developer**

Designed and implemented plans to promote conferences and exhibitions using television, social media, and press releases. Recruited and managed volunteer teams.

**Thermo Electron, Santa Clara, CA**

**Contract Sr. Technical Writer**

Multiple contracts:

**March 2008 – August 2008**

Designed and wrote user documentation for a new proteomics mass spectrometer analysis software package.

**February 2006 – July 2006**

Organized and re-wrote user documentation for proteomics mass spectrometer analysis software package.

**June 2005 – September 2005**

Completed and converted documentation to online help from source documentation written for print.

**Amdocs, Santa Clara, CA Sep 2007 – Feb 2008**

**Contract Sr. Technical Writer**

Developed and wrote a new executive-level book for Amdocs, covering all technology points of their corporation.

**SAP Corporation, Palo Alto, CA Mar 2007 – Jul 2007**

**Contract Lead Technical**

Developed and wrote a full technical documentation suite for a spend analytics tool prior to first release.

**Oracle Corporation, Redwood Shores, CA Jun 1998 – Jan 2002**

**Online Information Developer**

Designed and maintained an intra-Web site for Java R&D engineering groups.

**Kraft Consulting, Palo Alto, CA Jun 1997 – Jan 2000**

**Community Service Volunteer**

Created and taught technical writer modules in FrameMaker with all the ancillary materials, such as tutorials, lessons, and examples.

**Cylink Corporation, Santa Clara, CA Apr 1997 – Jun 1998**

**Lead Technical Writer**

Designed an HTML instructional help system for a secure-encryption network product.

**Zeitnet, Santa Clara, CA Oct 1995 – Mar 1997**

**Lead Technical Writer**

Designed and wrote the system administration guide for an ATM-over-IP documentation suite.

**Raynet, Menlo Park, CA Apr 1992 – Jun 1995**

**Technical Writer**

Designed and wrote the user guide and system administration guide for a local loop fiber optics telephony system.