SUSAN KRAFT-YORKE

 (650) 444-1354 | susan.kraftyorke@gmail.com

197 Nottingham Avenue, Redwood City, CA 94063

# Content Strategist / Technical Writer

## QUALIFICATIONS SUMMARY

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 graduated from University of California, Santa Cruz with an MS in applied physics.

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| Operating Systems | Mac OSX, Windows, Unix, DOS |
| Authoring | ePublisher, FrameMaker, HTML, RoboHelp, Word |
| Graphics | Illustrator CS, mp3DirectCut, SnagIt, Paint, Photoshop, Premiere Elements, Visio |
| Other | Acrobat Pro, Atlassian Confluence, Atlassian JIRA, DreamWeaver, Excel, GitHub, HTML, MS Project, MS PowerPoint, MS SharePoint, Slack, Web-ex, XML |
| Content Deliverables | data sheets, Gantt charts, installation and configuration guides, 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 sites |
| Industries | AI, e-readers, e-commerce, networks, online advertising, proteomics, public relations, 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

**Zippity Art, Redwood City, CA May 2017 – Current**

**Chief Imagineer and Founder**

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

• 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 in a unifying voice.

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

**Technical Writer**

Interviewed subject matter experts (SMEs), wrote reference, help, support, and how-to content. Used feedback to update platform content.

• Technical Writer – Wrote, published, maintained developer-facing and client-facing documentation.

• Collaborative Leader – Brought people together of varying skill sets and backgrounds across functional and organizational boundaries

Recent Clients: Uncommon.co of Palo Alto, The Grid of Los Angeles, People Demanding Action of Virginia, Xtime of Redwood City, Taos of Mt. View

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

**Jira Administrator and Instructional Writer:**

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.

**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.

**WCA Anniversary Conference and Art Exhibition Mar 2011 to Dec 2012**

**Executive Program Manager for National Conference**

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.

**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 CEO.

**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.

**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 to 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.