SUSAN KRAFT-YORKE

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197 Nottingham Avenue, Redwood City, CA 94063

# Technical Writer | Business Analyst

## QUALIFICATIONS SUMMARY

* A senior technical writer and business analyst with SaaS, enterprise cloud, and computer networks experience.
* Hold certifications in API technical writing, project management, and Scrum Master for agile projects.
* Write crisp, easy-to-follow documentation.

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| Operating Systems | Mac OSX, Windows, Unix, DOS |
| Authoring | Atom, Confluence, ePublisher, FrameMaker, Google doc, HTML, MacDown, RoboHelp, Swagger, Word |
| Graphics and Video | Draw.io, LucidChart, mp3DirectCut, SnagIt, Paint, Photoshop, Premiere Elements, Visio |
| Other | Acrobat Pro, Atlassian, Atlassian Jira, BlueJeans, BBEdit, DreamWeaver, Excel, GitHub, GitX, MatterMost, MS Project, MS PowerPoint, OmniPlan, Partner Portal, Salesforce, Slack, Web-ex, |
| Content Deliverables | API, data sheets, business analysis reports, Confluence spaces designs, e-learning, end-to-end architectural diagrams, Gantt charts, installation and configuration guides, JIRA dashboards and engineering workflows, online help, overview manuals, product requirements, product information and safety guides, project plans, quick start guides, supporting technical diagrams, system descriptions, RACI tables, reference manuals, research papers, release notes, system administration guides, time-lines, UAT plan, user guides, video files, white papers, Web and wiki sites |
| Languages | HTML, JSON, JQL, Markdown, Wiki markup, XML, YAML |
| Industries | Cloud, e-readers, e-commerce, e-merchants, medical or testing devices, client-server networks, online advertising, proteomics, public relations, SaaS, small business, spend analytics, video |

## EDUCATION

MS, Geophysics, University of California, Santa Cruz

BS, Geophysics, University of Alaska, Fairbanks

## PROFESSIONAL EXPERIENCE

**Intuit, Mountain View, CA Jul 2019–Jun 2020**

**Senior Technical Writer and Business Analyst**

Researched, designed, and created business analysis papers, playbooks, end-to-end swimlanes, specifically:

• a compliance initiative training sheets for each of the Inuit’s corporate vendors so they could be in compliance with the California Consumer Privacy Act (CCPA).

• a knowledge base so the Sales and Marketing division has clear visibility into their Commercial Technology division’s operations that could benefit their daily and quarterly processes.

• many dozens of the internal manual process systems that support Intuit's sales partners; Google doc and LucidChart swimlanes.

• a paper based on a knowledge transfer process and a deep dive research to support the conclusions on what commission processes break or are misused in a Salesforce workflow through to Finance; Google doc, Draw.io, and LucidChart flow charts.

*Contract team: Kforce, San Francisco, CA*

**Kraft Consulting, Redwood City, CA Oct 2015–Jun 2019**

**Senior Technical Writer**

Developed documentation style and tracking guidelines. Interviewed subject matter experts (architects, product managers, sr. engineers), wrote API manuals, policies, medical device manual updates for FDA, and style guides for start-ups. Authored with Google Docs or Word.

• Write, publish, maintain developer-facing documentation.

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

*Past recent clients: Presto of Redwood City, Nevro of Redwood Shores, Uncommon.co of Palo Alto, The Grid of Los Angeles, Xtime of Redwood City*

**Apple, Sunnyvale, CA May 2018–Sep 2018**

**Senior Technical Writer**

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

*Contract team: Expert Support, Los Altos, CA*

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

**Chief Imagineer and Co-Founder**

Zippity Art is an online sales platform out as a beta-launch. Authored with platform tools and tracked with OmniPlan.

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

• 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 tied to social media posts.

**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 with Jira.

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

**Program Manager and Technical Writer:**

Wrote corporate policies and sales training guidelines for new releaseson a digital advertising SaaS platform.Managed ongoing deployment projects across multiple teams, revamping a dysfunctional Jira project planning and UAT cycles which led to the company’s rapid growth spurt and earnings shift from $200K/day to $1M/day gross advertisement sales. Reported to EVP Engineering. Authored with Google Docs and tracked with Jira.

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

**GM and Public Relations Manager**

Managed 40-member cross-functional team to design and produce national anniversary conference. Engaged participation of celebrities that included Geena Davis, Malissa Feruzzi Shriver, and Sandra Fluke. Produced multiple video advertisements. Authored with Word and tracked with Microsoft Project.

**Infoblox, Santa Clara, CA Jun 2010–Sep 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**

**Solo 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**

**President**

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

**Thermo Electron, Santa Clara, CA Jun 2005–Aug 2008**

**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 Technical Writer**

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

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

**Community Technical Writer Teacher**

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

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

**Online Technical Writer**

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