

# Alison J. Butler

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Award-winning **Technical Writer/Content Specialist/usability champion**, successfully documenting consumer electronics, relational database systems, data recovery systems, BI software, APIs, enterprise management (ERP/MRP) systems, knowledgebase systems, and policies and procedures. Key strengths include project management, multi-tasking, training, and outside-the-box thinking. Experience with global SMEs, translation processes, single-sourcing, instructional design, template design, and Agile programming environments. **Master's degree** in technical and scientific writing. College instructor.

- Online help (WinHelp, HTML Help)
- User guides, reference manuals
- Proposals (including government contracts)
- White papers
- Troubleshooting/maintenance guides
- Installation/configuration guides
- System administrator/programmer guides
- Specifications and test plans
- Job aids, indexes
- Quick start posters and guides

## Technical Skills and Tools

Content Authoring/CMS: Madcap Flare (and Capture), Trisoft, Astoria Workbench, Arbortext, XMetaL, Word, Structured FrameMaker, Acrobat, Illustrator, SnagIt, Photoshop, WebWorks Publisher, RoboHelp, ForeHelp, Camtasia

Markup/Programming

Languages: HTML, XML, DITA, JavaScript (beginner)

Project Management: Excel, PowerPoint, MS Project, Visio, Outlook

Web Analytics: Omniture (clickstream tracker)

## Professional Experience

**ENTOMO, Inc.**, Bellevue, WA

**2015 – present**

### Senior Technical Writer/Content Specialist

Designed and delivered the company's first online Help for users of a cloud-based sales channel management apps that interfaces with Salesforce, originated without design specs or development docs. Support the Professional Services team with implementation guides and training presentations.

**GARDEN CITY GROUP**, Seattle, WA

**2013 – 2015**

### Senior Program Manager/Documentation and Training

Designed and published a full suite of technical documentation and training materials in support of an internal Web app for processing class action lawsuits.

- Established vision and goals for company's first tech docs and training.
- Published release notes and online Help for each development Sprint (with no design/dev specs).
- Created eLearning modules and software demos via a new Sharepoint LMS.
- Provided instructor-led training company-wide to Ops managers and internal users.

**AMAZON**, Seattle, WA

**2011 – 2013**

### Manager, Web Content Development/Project Manager

Managed a fast-paced, global team of 20+ tech writers/translators and special projects for Amazon's seller and vendor e-commerce sites, delivering 700+ web deliverables per year.

- Initiated a new writing team and infrastructure in the vendor space, created new intake channels, migrated legacy content to a CMS, created APIs to connect the CMS with legacy tools, and created

Amazon's first-ever Agile planning model for tech writing teams.

- Created innovative solutions to address specific user pain points, redesigned online Help landing page (improving click-thru to critical topics over 300%), and incorporated Web analytics that provided the actionable data that led to a 30% increase in user satisfaction.
- Created first globally approved customer support SOPs to align best practices worldwide.

**QUALCOMM**, San Diego, CA

**2009 – 2011**

**Senior Technical Writer** (contractor)

Designed and developed online engineering specifications, release notes, and presentations in a fast-paced, culturally diverse telecommunications environment via a configuration management system.

- Met constant, strenuous deadlines, personally delivering an average of 20 documents per month.
- Provided extensive support to multi-cultural engineers world-wide to satisfy customer requirements and corporate standards for quality.

**TERADATA CORPORATION** (formerly NCR), San Diego, CA

**2002 – 2009**

**Senior Technical Writer/Content Specialist/Project Manager**

Leader of many special projects that emphasized process improvement for a global leader in business intelligence and data warehousing technology.

- Led project/resource planning, risk mitigation, and schedule negotiations for a writing team that delivered on-time 40+ print and online client-based publications per major release.
- Created the first structured FrameMaker templates and EDD, resulting in a relatively painless migration of over 150 documents by a staff of 40 writers.
- Saved the department approximately \$200K by creating in-house a manual to teach department-specific implementation of structured FrameMaker; the manual won 1<sup>st</sup> place at the local STC Spotlight Awards, then 3<sup>rd</sup> place at the STC International Competition.
- Presented a company-wide *Power Writing* workshop that taught hands-on technical writing techniques to programming staff to improve their writing of specifications.
- Participated in 7 annual releases that involved more than 100 deliverables each, personally updating and authoring 4-9 deliverables each release, without missing a single deadline.
- Liaised with translation vendors, improving the department's ability to consistently deliver publications for translation. Established quality assurance measures.

**HEWLETT-PACKARD**, San Diego, CA

**2001 – 2002**

**Senior Technical Writer** (contractor)

Updated single-sourced manuals for legacy products that were upgraded to Windows XP. Created quick-start posters for digital camera/printer bundles. Researched and authored white papers.

**INTEGRATION PARTNERS**, San Diego, CA

**2000 – 2001**

**Senior Technical Writer**

Sole writer supporting 30+ programmers who created customized knowledgebase system solutions that automated engineering processes. Developed the company's first online help and software test scripts/procedures, which contributed to a 50% improvement in customer satisfaction. Authored government proposals that won contracts over \$3 million.

### **Education**

**M.A.**, Rhetoric and Writing Studies, with a specialization in Scientific and Technical Writing,  
San Diego State University, San Diego, CA

**B.A.**, California State University, Stanislaus, Turlock, CA

**B.A.**, Fresno Pacific College, Fresno, CA

### **Professional Affiliations**

Society for Technical Communication, senior member  
Event Manager/Judge for annual STC Spotlight Awards (10+ years)  
San Diego User Experience Special Interest Group