# Michel "Allie" Proff

# Senior Technical Writer

*allieproff@gmail.com · linkedin.com/in/allieproff*          *425.890.8594 · allieproff.com*

## Areas of Expertise

- Technical writing & editing
- Brand & style guidelines
- Software development lifecycle (SDLC)

- Export compliance
- Business process analysis
- Information visualization & architecture

- U.S. Navy Veteran
- Content strategy
- Requirements research, gathering, & analysis

## Professional Experience

### Technical Writer Lead, Business Systems Architect Lead
**MTM Robotics/Airbus Robotics**

Mukilteo, WA
2022 to Present

- Developed a Quality program to help our company pass our initial ISO 9001 audit and a comprehensive Safety program to achieve a green Small Business Handbook Score.
- Wrote operator and maintenance manuals up to 350 pages each for multiple models of robots to satisfy customer requirements and European CE requirements. By editing to Standard Technical English (ASD-STE100), saved the company approximately $1,400 per project in translation cost.
- As Site Crisis Management Officer and Log Keeper, led the company through a cyber-attack in 2023 and ensured our crisis management program remained active and ready for any situation in coordination with Airbus Americas and Airbus.
- As Export Compliance Point of Contact, developed and delivered an export compliance training program for all levels of the company to make sure employees are empowered to correctly identify and export knowledge and technology correctly and pass an export compliance audit. Worked with Airbus Americas Export Compliance to establish jurisdictions and classifications for our robots.

### Senior Content Developer
**GoDaddy**

Kirkland, WA
2019 to 2022

- Wrote and maintained 400+ articles about our website editor, online store, social media, and other marketing tools for small businesses, decreasing contact rate by over 12% to support a variety of stakeholders including marketing, customer care, UX, and product management.
- Wrote UX microcopy for new feature product interfaces within the website builder.
- Launched initial content set of 23 articles for Poynt/GoDaddy Payments and 7 articles for Over/GoDaddy Studio acquisitions. Also supported new email marketing editor, partnerships with Google, Facebook and Vimeo, and helped end-of-life a 14-year-old website builder (expected churn $5M, actual churn $1M, $53K in refunds overall).
- Volunteered with Empower, GoDaddy's global community and philanthropic program to equip entrepreneurs in underserved communities with training and tools to accelerate their journeys.

### Content Developer and Technical Presenter
**Prowess Corp and Logic 20/20 at Microsoft**

Seattle, WA
2018 to 2019

- Documented processes and created content including tool user guides and training materials.
- Articulated and demonstrated Microsoft Azure, Internet of Things (IoT), datacenter architecture, and energy and sustainability innovations in non-technical language to executive-level attendees.
- Worked with Marketing and Azure Site Reliability Engineering (SRE) representatives to create tour script and demo content concepts, content, and delivery methods.
- Conducted a SharePoint content inventory to help Human Resources restructure and consolidate internal information, saving time and money.

## Project Manager, Technical Writer, Instructional Designer — Seattle, WA /Berlin, Germany
### Acrolinx, GmbH — 2017 to 2018

- Collaborated with customers to get Acrolinx quickly up, running, and optimized to provide maximum value. Acrolinx is an AI-based SaaS product, and a unique linguistic analytics engine that reads content and provides immediate guidance to improve it.
- Ensured positive and efficient software implementation through effective project management.
- Delivered ongoing instructor-led training and services to keep overall customer health strong.
- Documented processes in Confluence for delivering licenses and creating new customer accounts.

## Knowledge Manager, Senior Technical Writer — Everett, WA
### Boeing Library and Information Services — 2005 to 2017

- Supported over 300 communities of practice and excellence serving approximately 25,000 readers world-wide across the Boeing enterprise. Communities capture vital engineering knowledge before senior engineers retire, build networks that cross programs, and crowd-source and share solutions to challenging business problems.
- Interviewed senior engineers and leadership to scope and quantify key business process instructions (BPI), which are auditable by the Federal Aviation Authority (FAA) and the United States Government.
- In addition to BPIs, worked closely with engineering SMEs to translate complex information into easy-to-read documents, applying Boeing style and brand guidelines to create consistency.
- Directed a completely new SharePoint design across the entire software development lifecycle: worked with the UX team to develop the digital user interface and wireframe, defined user requirements and metrics, tracked software issues with a global team of developers across the US and India, and tested functionality in pre-production environments.
- Led and coached a team of 10 people that helped over 300 community leaders install the new SharePoint design and re-architect their bodies of knowledge.
- Planned and provided ongoing customer service, technical support and documentation (including wiki and customer support portal), and training (online and instructor-led).
- Overhauled a data server, leading a team tasked with mapping and restructuring a data server archiving 20 years of technical and procedural knowledge. Used card sorting and other research techniques to develop a common taxonomy. Developed and implemented a user transition plan, resulting in no business interruptions or complaints from 180 engineers.
- Released documents on a blockpoint schedule, writing and distributing fifteen to twenty 100- to 400-paged documents each month.

### Additional Experience

- Calculus and Algebra Teacher at Cedarcrest High School and StoneBridge High School.
- U.S. Navy Veteran as Communication Officer aboard the USS VELLA GULF (CG-72) during 9/11.

# Education & Certification

### Master of Arts in Teaching (Secondary Math and Physics)
University of Puget Sound | Tacoma, WA

### Bachelor of Science in Human Centered Design Engineering (Technical Communication)
University of Washington | Seattle, WA
Minors: Communication & Naval Science

*Certified Professional Technical Communicator by the Society for Technical Communication (STC)*

*Certified Quality Auditor (CQA) by the American Society for Quality (ASQ)*