

Sylvia Christensen

SENIOR TECHNICAL AND MARKETING WRITER

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Summary

Excellent written and verbal communicator with 18+ years of experience turning technical concepts into clear, concise content. Highly organized manager of complex projects.

Skills

- Organization, speed, and efficiency
- Research and interviewing
- Content management systems (CMS)
- Complex problem solving
- Agile development process
- Microsoft Office (Word, Excel, PowerPoint)
- Adobe, Google, and Salesforce software
- Project management tools (like JIRA)
- Self-starter skilled at working independently and collaboratively with remote teams

Experience

Technical and Marketing Writer / Editor / Owner

Maniac MarCom · October 2006 – Present

- Create, write, and edit user guides, FAQs, how to articles and videos, newsletters, web content, letters, SOPs, presentations, and other types of content.

Senior Technical Writer / Service Documentation Manager (Hardware)

Apple via Lionbridge · June 2018 – April 2021

- Wrote and edited customer-facing content for printed letters and online knowledgebase articles.
- Published online articles in Adobe Experience Manager CMS.
- Worked closely with marketing and legal teams to make sure content met all of Apple style guidelines.
- Developed a content strategy and template for Apple's service letters across all product lines.
- Continuously improved service documentation based on customer feedback data on articles.
- Created single-source documentation for service for recalled hardware parts for all new recalls.
- Researched internal repair procedures and policies using SMEs and documented them as SOPs.
- Managed a rotating team of 2-3 offshore graphic artists creating illustrations and layouts for content.

Technical Writer and Editor (Software & Hardware)

Apple via Volt, Welocalize, & Lionbridge · May 2008 – June 2018

- Wrote online help articles, FAQs, and release notes for Apple software and hardware.
- Edited documentation written by SMEs for Apple Style.
- Published online articles in Adobe Experience Manager CMS.
- Served as a project manager for the migration, archiving, and updating of Apple's help content.
- Provided technical support to Apple's editorial staff as admin for Adobe Experience Manager.
- Fixed HTML and XML problems with articles.

Associate Marketing Manager

Vertive (now Offers.com) · April 2005 – May 2007

- Managed a team of 6 web developers and editors building websites using database development tools.
- Wrote, edited, and designed search engine-optimized (SEO) web site content.
- Wrote email campaigns, press releases, and website plans.
- Worked with the pay-per-click advertising team to select correct terms to purchase for ads.

Technical and Marketing Writer / Senior Product Specialist (Software)

Tk20 (now merged with Watermark Insights) · March 2004 – April 2005

- Wrote 3 user guides for users and admins of Tk20's HigherEd cloud-based software.
- Wrote and designed training materials, release notes, brochure and web copy, and investor pitches.
- Developed a communications strategy for creating new content to raise the company's profile.
- Edited the company's existing documentation to make it sound more professional.
- Participated in product feature and release discussions that drove new product features.
- Managed customer support and customer feedback.
- Demonstrated product during training sessions and sales pitches at colleges of education.

Marketing Coordinator

Encotech Engineering Consultants, Inc. · August 2003 – March 2004

- Researched, wrote, edited, and designed case studies, qualifications statements (RFQs), corporate stories, press releases, brochures, and correspondence.

Volunteer Experience

Volunteer Technical Writer / Troop Leader

Girl Scouts of Northern Illinois & Central Texas · November 2017 – Present

- Document how to use Salesforce's software for Girl Scout parents with written instructions and how to videos posted on YouTube.
- Recruit troop members and adult volunteers using social media posts, emails, and newsletters.
- Organize events for girls and adults including meetings, field trips, campouts, parties, and ceremonies.

Education

Technical Writing Certificate

Oregon State University, August 2024, GPA: 3.8

MS, Advertising

The University of Illinois at Urbana-Champaign, December 2002, GPA: 3.7

BA, English

The University of Texas at Austin, May 2001, GPA: 3.4