Joanna L. Sandorffy

jsandorffy@gmail.com | 206-979-0241| www.linkedin.com/in/joanna-sandorffy2025
https://joannasandorffy.com

Writer, Content Strategist, and Communications Expert

Accomplished writer and content strategist with over 30 years of experience creating compelling, audience-focused narratives. Skilled in simplifying complex concepts, driving strategic messaging, and collaborating across global teams to achieve impactful communication goals.

Core Skills

- Content Strategy and Development
- Copywriting for Web, Social, and Email
- Creative and Brand Storytelling
- Digital Marketing Campaigns
- Editing and Proofreading
- Market Research and Audience Insights
- Team Collaboration and Leadership
- UX Writing and Technical Documentation

Joanna is an experienced Communications Expert and Content Strategist with a proven history of delivering impactful content across multiple industries. She excels in audience analysis, communication, and organizational skills.

Selected Professional Experience

HUMBITION CONSULTING (VENDOR AT MICROSOFT)

Principal Consultant, Customer Service and Support — **2024**
- Developed and edited high-impact content for presentations and materials targeting 300+ senior managers.
- Delivered clear, actionable messaging to enhance user engagement and streamline feedback collection.
- Leveraged storytelling techniques to simplify complex information for diverse audiences.

AMAZON

Communications Specialist and Senior Product Manager, Amazon Software Builder Experience — **2022 – 2023**
- Launched an internal communications channel to engage 150,000 engineers with relatable and inspiring content.
- Created onboarding materials and process documentation, enhancing clarity and accessibility for users.
- Conducted audience research to tailor content strategies for technical professionals.

Senior Product Manager, Technical Information Development for Engineers — **2021 – 2022**
- Owned content roadmap and led team of nine that delivered documentation to over 128,000 users.
- Implemented data-driven strategies to refine content, resulting in 30% increase in team efficiency.
- Designed narrative-driven learning materials, improving technical competency across teams.

Product Manager, Learn AWS — **2019 – 2021**
- Led development of comprehensive training programs, including "Cloud Practitioner Days" and AWS Learning Survey.
- Developed targeted content for teams to accelerate cloud adoption, driving engagement and technical competency.
- Collected and analyzed customer insights into dashboards, creating data-driven content that resonated with employees.

Product Manager, Engineering Excellence — **2016 – 2019**
- Created and optimized wiki documentation for Supply Chain organization boosting accessibility and usability.
- Authored and edited marketing content that led to a 35% increase in user engagement.
- Managed stakeholders to shape content strategy, using Agile methodologies to enhance collaboration and outcomes.

Senior Technical Writer, Documentation, Engineering Excellence — **2013 – 2016**
- Managed technical documentation repository with over 12K pages, ensuring high-quality and consistent materials.
- Led User Acceptance Testing (UAT) to improve content accuracy, elevate quality, and enhance the overall user experience.
- Oversaw content design and development to ensure alignment with both customer needs and business objectives.

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MICROSOFT

Senior Technical Writer   **2011 – 2013**
- Owned creation of technical content for the Commerce Ops, simplifying complex information for improved accessibility.
- Authored marketing content, simplifying complex concepts for diverse audiences.
- Initiated content audits and improved organization systems of over 2K documents, increasing team efficiency by 50%.

WORDRAKE

Senior Technical Writer   **2012 – 2012**
- Managed writing and editing of user materials for a Microsoft Word add-in, focusing on clarity and user-friendly design.
- Implemented new Help Authoring Tool, optimizing content creation process and ensuring consistency across documentation.
- Coordinated content development and launch of an updated software version, enhancing usability and customer satisfaction.

IPSTREET

Senior Technical Writer   **2010 – 2011**
- Authored help content and technical documentation for a patent-related application, emphasizing clarity and user focus.
- Collaborated with product teams to create product specifications, ensuring alignment with user needs and accuracy.
- Enhanced UI content to improve overall user experience, making complex information more accessible.

MICROSOFT

Senior Technical Writer   **2005 – 2008**
- Developed technical documentation for Remote IT Services and improved documentation creation efficiency by 50%.
- Conducted a knowledge management audit to ensure seamless access to documents, enhancing usability across teams.
- Collaborated with product teams to deliver high-quality, timely documentation that met user needs and objectives.

ECONOMIC OXYGEN

Documentation Manager   **2001 – 2002**
- Authored patent applications and business materials, ensuring accuracy and compliance in collaboration with legal teams.
- Created structured content schedules and budgets, optimizing resources and aligning deliverables with project goals.
- Developed user acceptance testing processes, capturing valuable feedback to refine documentation and user materials.

MARKET DATA CORPORATION

Program Manager, Documentation   **1999 – 2000**
- Drove finance and healthcare documentation, ensuring materials were user-focused and regulatory compliant.
- Fostered cross-functional collaboration to align documentation with project objectives and user expectations.
- Developed strong stakeholder relationships, using clear communication to streamline the content approval process.

Additional Experience

Visio | ValuEngine | Nuance Communications | InfoR.com | Attachmate

Education

Bachelor of Arts, Technical Communication – University of Washington
Bachelor of Arts, English – University of Washington