

Professional Summary:

Creative and detail-oriented Content Writer with 10+ years of experience crafting compelling instructional, technical, and marketing content for digital platforms. Skilled in writing for diverse audiences across industries, including healthcare, finance, and technology. Proficient in SEO principles, content strategy, and content management systems. Strong background in research, editing, and storytelling, with a passion for translating complex information into engaging and accessible content. Adept at working independently and cross-functionally to support marketing, communications, and training initiatives.

Core Competencies:

- **Content Writing & Copywriting:** Writing persuasive content for eLearning, websites, blogs, technical documentation, and training guides.
 - **SEO & Content Strategy:** Optimizing content for web traffic, clarity, and user engagement using keyword research and metadata.
 - **Digital Storytelling & Research:** Translating complex ideas into compelling narratives through thorough research and audience analysis.
 - **Technical & Instructional Content Development:** Producing user guides, manuals, and training resources that communicate clearly and effectively.
 - **Collaboration & Brand Alignment:** Partnering with marketing, design, and product teams to ensure consistency in voice and message.
 - **CMS & Content Tools:** Publishing and managing content using CMS platforms and digital authoring tools (Articulate, Camtasia, etc.).
 - **Proofreading & Editing:** Ensuring consistency in tone, grammar, and formatting across content types.
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Experience:

Content Writer / AI Consultant – GlobalLogic on behalf of Google

February 2024 – June 2024

- Developed high-quality, SEO-optimized content to support AI training programs, including user guides, blog-style internal articles, and learning resources.

Suzann Thibodeaux

Instructional Designer | Content Writer

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- Created copy for digital learning platforms, enhancing accessibility and engagement for enterprise clients.
- Authored change management communication content to drive adoption of new AI-powered tools.

Content Developer / Instructional Designer – Kaiser Permanente

July 2021 – May 2023

- Wrote detailed technical content and instructional materials tailored to healthcare professionals, ensuring clarity and compliance with industry standards.
- Created assessment content and quizzes, using persuasive writing techniques to promote learning retention and engagement.
- Collaborated with subject matter experts and design teams to align content with organizational goals and tone.

Technical Content Writer – The Capital Group

January 2020 – May 2021

- Authored clear and engaging user documentation, job aids, and eLearning scripts for HR and proprietary software systems.
- Created internal blog posts and knowledge base articles for employees to promote best practices in software use.
- Transformed complex technical processes into reader-friendly content for cross-departmental audiences.

Content & Training Writer – Kite Pharma

October 2019 – January 2020

- Produced learning content and sales enablement materials, aligning messaging with branding and compliance standards.
- Wrote microlearning scripts, PowerPoint decks, and quick-reference guides to support field sales teams.
- Contributed to marketing-adjacent materials to promote product knowledge and internal engagement.

Technical Writer / Trainer – NYU Langone

January 2018 – October 2019

- Created digital and print content to support EMR system implementation, including user manuals, step-by-step guides, and FAQs.
 - Developed internal newsletters and communication materials to support technology rollouts and boost adoption rates.
 - Proofread and edited content to maintain tone consistency and clarity across formats.
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Part-Time University Instructor – University of Phoenix

January 2009 – January 2023

- Taught courses in both online and in-person formats, consistently delivering engaging and effective learning experiences.
 - Developed high-quality content, including video scripts, interactive lessons, and business writing assignments that emphasized clarity, structure, and purpose.
 - Integrated industry best practices from the Society for Technical Communication to ensure up-to-date, standards-driven instruction.
 - Expert in streamlining document proofreading and editing.
 - Known for making complex information accessible and for fostering strong written communication skills in students across diverse professional backgrounds.
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Additional Projects & Publications:

- **Author, “Connect to Your Career Using AI” (5th Edition – In Progress)**
Writing and editing career development content integrating AI strategies; tailoring tone and language to a broad readership across online platforms.
 - **Children’s Book Author – “Feather, The Runt of the Litter” (June 2024 – Present)**
Crafted a compelling narrative using instructional storytelling techniques to engage young audiences and promote early learning.
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