

# Emily Papel

Technical Writer / Marketing / Document Management

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## CORE COMPETENCIES

Technical Writing & Editing ♦ Translation & Localization ♦ B2B Marketing Strategies ♦ Project Management  
Customer Support ♦ Document Control ♦ Asset Management ♦ Marketing Strategy & Execution  
*Technical Snapshot: ServiceNow CMS, Zendesk, GitHub Markdown, Office 365, G Suite, AWS, Azure, AD*



## EXPERIENCE HIGHLIGHTS

**GLOW, INC. | Service Desk and Technical Support Representative** 2019 – 2021

- Provides onboarding and education on the CX Team for a popular women's health app with a strong social media component. Works with QA to help onboard and train new users, solve technical support queries, and collaborate on product improvements.
- Wrote and edited onboarding training manuals and procedures for new hires.

**ALLYTICS | Marketing Content Strategist** 2018 – 2019

- Spearheaded initiatives in designing communication plans, messaging, and marketing for enterprise projects, including Microsoft Dynamics CRM and Azure, and Rackspace managed cloud services.
- Prepared compelling copy for whitepapers, infographics, eBooks, and video scripts, and successfully led the Milliman website redesign campaign, in partnership with engineering and creative teams.
- Preserved brand integrity by monitoring the consistency and quality of marketing content.

**MICROSOFT- SECURITAS SECURITY SERVICES USA | Technical Editor, Document Management** 2016 – 2017

- Enhanced cloud and infrastructure support for geographically distributed global datacenter operations.
- Managed the full life cycle of confidential docs including quality review and change management.
- Developed multiple framework documents for the Global Datacenter operations mobile app initiative.
- Drove document transition from MS SharePoint database to the ServiceNow content management system, creating knowledge bases for international data center operations teams within the SLA.
- Spearheaded datacenter record management and collaborated on compliance and security strategy.

**SELF EMPLOYED | Marketing Consultant** 2008 – 2017

- Served as web content editor and marketing Manager for small businesses.
- Increased revenue gains & brand awareness through the use of social media & SEO marketing programs.
- Developed press releases and gathered feedback and metrics on social and traditional media.
- Successfully measured and analyzed the performance of the website and social media platforms.
- Analyzed, reviewed and reported the effectiveness of campaigns to maximize results.



## EDUCATION & CERTIFICATION

**MASTER OF FINE ARTS, CREATIVE NONFICTION** | University of King's College at Dalhousie

**TECHNICAL COMMUNICATIONS CERTIFICATION** | Bellevue College

**BACHELOR OF ARTS, PSYCHOLOGY** | University of Waterloo