

CHARLENE JASZEWSKI

Content Strategist / UX Consultant / Experience Producer / Friendly Writing Evangelist

ABOUT ME	Energetic well-organized communication professional with a blend of organizational fire and technical expertise
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SKILLS AND QUALIFICATIONS

Writing/Editing <ul style="list-style-type: none">• Technical Writing• Marketing Writing• Editing• Book Writing/Editing• Corporate Communications• Blogging	<ul style="list-style-type: none">• Passion for transforming even complex technical copy into friendly writing for humans• Concise, SEO-friendly content• Corporate communication including marketing copy, PowerPoint presentations, press releases, inter-office communiqués, newsletters, talking points• Technical writing for both expert and end users: task-based user guides, best-practice guides, reference manuals, training guides, “how-to” shortcut sheets• Outstanding interviewing, analysis and research skills; able to quickly extract, clarify and synthesize information• Developmental editing for both fiction and non-fiction books• Comprehensive conference coverage, including live-blogging and live-tweeting
Business Analysis	<ul style="list-style-type: none">• Gathering business and functional requirements from stakeholders• Competitor content analysis, demographic and visitor research• Discovery/workflow process analysis: performing content source and quality audits, gap analysis; learning how visitors move through and consume content• Determining technology/CMS requirements and limitations
Content Strategy	<ul style="list-style-type: none">• Editorial: analyzing/streamlining/developing content generation/editing/publishing processes, developing style guides for tone and consistent voice across new and legacy content; drafting editorial subject and publishing calendars• Branding/Messaging: discovering and communicating the company and content’s unique value proposition• Organization: organizing content; ensuring consistency; creating common naming conventions; curating taxonomies and metadata for proper tagging; developing CMS content templates as needed
SEO/Usability	<ul style="list-style-type: none">• Heuristic evaluation of site usability and user experience analysis, recommendations• Interfacing directly with developers when writing software manuals, to head off UX/usability issues before they even get to QA• Onsite SEO: knowledgeable in white-hat methods for making site content SEO-friendly: quality content, keyword generation/usage, proper tagging and metadata• Long-term strategies for offsite SEO: developing valuable inbound links, social media and targeted content generation
Project and People Management	<ul style="list-style-type: none">• Communicating between myriad teams/stakeholders/vendors to accomplish aforementioned tasks with efficiency, clarity and humor• Continually looking for ways to improve processes and workflows• Mastery of chaos gleaned from years working at startups, agencies and freelancing coupled with stellar organizing skills for tracking multiple projects and corralling loose ends• Creating and adjusting project plans based on resources and changing time constraints• Presenting to stakeholder/client audiences to illuminate recommendations, findings, and change process• Curriculum design and training• Managing, editing and mentoring writers

EXPERIENCE

2015-2017	Technical Communications Manager/writer/designer for ON Smart Media, New York, NY Managed technical publication projects for ON Smart Media/VIDERI (digital signage and associated software), including authoring and designing source user guides, marketing materials and website content.
2006–present	Writer/Editor (freelance) Select projects include: <ul style="list-style-type: none">• Book in a Box (present): Writer/editor for disruptive book publishing company• Chronicle Books (present): Writer/editor for hire on pop culture division book projects• AIMCLEAR: AIMCLEAR correspondent for SEO conferences; wrote concise, easy-to-understand articles about the often-complex world of SEO/SEM.

	<ul style="list-style-type: none"> • U.S. Bank Treasury Dept. Document Standardization: Analyzed online reference document library templates, then developed information taxonomy, simplified and standardized the template set, reducing templates in use by 75% and speeding up concept-to-publication time by 50%. • TEN7 Interactive: UX consulting, content strategy and training writing for interactive agency • Gearstream: Ghost writer/editor for white papers, blog articles, and marketing copy • Red Rover HQ/Private Client: Refined editorial tone and clarified website content, including rewriting internal communications and website copy to be friendlier and more accessible. • I'm Outta Here: How Coworking Is Making the Office Obsolete: Content-edited the first book on Coworking movement; rewrote sections, collaborated on book theme and purpose • Geekgirlsguide.com: Researched and wrote articles and appeared on Geek Girls Guide podcast. • Pfizer: Wrote end user documentation, functional specs, data dictionaries, feature tracking specs, product mockups, performed product QA, mobile application usability and UX. • adriandayton.com: Researched and wrote timely articles on SEO and linking methods.
2006–present	<p>Senior Content Strategist/Experience Producer (consultant)</p> <p>Help businesses organize, optimize and manage their content to achieve marketing and business development goals. Consult on functionality and usability of content structure/UX within websites, applications or offline.</p> <p>Select projects include:</p> <ul style="list-style-type: none"> • And ACTION Entertainment (present): Creative producer for small comics publisher. Projects include website design, social media content strategy, consulting on proper sales strategies and channels, ecommerce store. • Sapient Nitro: Worked with a team of content strategists to slash an 1800-page legacy consumer website by 50%. Performed thorough content analyses, created content matrices, provided revision and migration recommendations, audit findings, and authored web writing and SEO best practice documents for future writers. • Mobients: Content strategy and development for a second-screen application (desktop/iPad) for GRACELAND, a USA Network TV Show: strategizing content topics and types, developing content release schedule, authoring content matrices to track all moving parts, developing/writing content (including help), managing/editing other writers, monitoring social media to ensure app content is responsive to fans. • Salaam Garage: Performed content strategy and website redesign for non-profit website providing media access to NGO sites worldwide and locally. Site redesign increased site visit time an average of 50%, increased trip sign-up rates by 25%, and inclusion of social media sharing tools increased referral traffic by almost 40%. • Nice Signatures, LLC: Strategist and copywriter for new signature standardization software service • ArnoldNYC: Content strategist for pharmaceutical product website and accompanying “lifestyle” content site. Performed content/competitive analysis, suggested content topics, identified opportunities for syndicated and/or outsourced content and hired content vendors, reviewed and edited material from copywriters. • Digitas Health: Strategized and curated quality content for pharma client; managed content acquisition and legal approval process. • Jonathan Forgash: Crafted media presence for chef and upcoming author, including branding, content strategy, video and podcast production, built website.
2001–2006	<p>Technical Publications Manager/Editor for Wily Technology, Inc., Brisbane, CA</p> <p>Managed technical publications department for Wily Technology (back-end website monitoring software). Researched, wrote, edited and maintained 12 user guides on tight Agile deadlines. Supervised and edited other writers.</p>
1999–2000	<p>Documentation Manager/Editor for Burst.com, San Francisco, CA</p> <p>Managed user documentation process for three user guides from planning to production. Managed writing staff and edited their work.</p>
1998–1999	<p>Communications Liaison for Catholic Healthcare West Shared Business Services, Phoenix, AZ: Developed and supported strategic communication initiatives for the CHW hospital system during transition to shared business services model including: newsletters, press releases, talking points, presentations, memos and marketing materials.</p>
1995–1998	<p>Training Director, Campbell Mithun, Minneapolis, MN: Developed focused training system to efficiently match training needs to user aptitude, resulting in significant reduction of tech support calls from participants after classes.</p>
1993–1995	<p>Technical Trainer/Curriculum Designer, Multi-Ad Services, Minneapolis, MN: Wrote pleasurable, self-directed software training manuals. Did client training onsite nationwide and was one of the most requested trainers.</p>

EDUCATION

University of Wisconsin, Madison: Bachelor of Science Degree in Consumer Journalism