Terry Martin

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Summary

Expertise
- Design and deliver on-time, customer-focused, data-driven documentation
- Quickly learn complex products and translate them into user-friendly content
- Collaborate with cross-functional teams to promote a cohesive user experience

Customer focus
- Create solution-oriented documentation based on user journeys and customer feedback
- Facilitate and manage data-driven content development initiatives
- Continuously create, review, and edit content for evolving customer needs

Teamwork
- Proactively work with cross-functional teams to provide unified solutions
- Collaborate with development teams to maintain content quality and accuracy

Agile development
- Produce quality, priority-based content in the fast-paced Agile development environment
- Work closely with scrum teams to create UI text and online help for each sprint
- Manage priority ambiguity inherent in the software development lifecycle
- Adapt to multiple development processes

Tools and skills
- Atom, Oxygen, FrameMaker, Word, RoboHelp, Qarbon, MadCap Flare, Camtasia, Arbortext, XMetal, Confluence, Acquia, Drupal
- Git, Perforce, Jira, Confluence, Teams, Google Docs
- Photoshop, Snagit, GIMP, Visio
- Slack, Skype, Zoom, Hangouts
- DITA, Markdown, JSON, XML, Bash scripting
- REST clients, Postman, Open API (Swagger), task automation (bot development)

Experience

Principal Technical Writer, Automation Anywhere (2019 – June 2020)
- Worked on API strategy and content for Automation Anywhere Control Room APIs.
- Mentored and trained junior writers on content development, focusing on APIs.
- Advocated for data driven content creation and maintenance.
- Provided task-based content for bot creation for basic and advanced users.
- Developed and maintained content for Automation Anywhere's Package SDK.

Senior Technical Writer, Amazon Lab126 (Alexa Automotive), (2018 – 2019)
- Provided content management and technical writing support across the entire Alexa Automotive team with focus on the Alexa Auto SDK.
- Collaborated with UX and marketing teams on Alexa Auto content guidelines.

Lead Technical Writer, Ooyala (2016 – 2018)

- Provided [user](#) and [developer](#) content across interrelated product lines for live video streaming, video on demand (VOD), Server Side Ad Insertion (SSAI), monetization, user analytics, and video production workflow management.
- Worked proactively to standardize Ooyala API documentation, enabling feature adoption by enterprise-level customers.
- Documented and helped define products, services, and workflows, including Ooyala Live Event NOC Monitoring, and Ooyala Live Managed Services (99.95% uptime).
- Created run books and cloud wiki sites to support cross-functional team collaboration.

Staff Technical Writer, Salesforce.com (2010 – 2016)

- Developed end-user and developer content using agile development methodology supported by user experience research and customer-focused, data-driven feature enhancements.
- Created [REST API documentation](#), including Salesforce Object Query Language (SOQL) examples to enhance the customer's experience.
- Created interactive user content ([Trailhead modules](#)) to increase product awareness and engage customers in learning key product concepts.
- Developed videos to promote customer adoption of product features, reduce customer calls, and improve sales.

Advisory Information Developer, IBM (2007 – 2010)

- Provided customer-focused documentation, supporting multiple information deliverables.
- Worked with cross-functional teams to address a backlog of customer issues.
- Created eLearning solutions to demonstrate new features in help center.

Solution Architect, Aquent (2006 – 2007)

- Designed and managed cost-effective documentation solutions.
- Established and tracked goals, milestones, and documentation issues.

Documentation Manager, Microsoft (2005 – 2006)

- Managed SDK, end-user, and on-line help writers supporting network management tools.
- Established quality assurance measures that were presented to customers.
- Coordinated single sourcing and reuse strategies.

Information Design & Development Manager, BMC Software (2003 – 2005)

- Established strategies for content reuse and single sourcing.
- Reduced documentation production and translation costs using XML strategy.

Documentation Manager and Writer, Cisco Systems (1996 – 2003)

- Managed a large, geographically diverse team of writers and editors.
- Supported cross-functional collaboration and teamwork.
- Established measurable data-driven documentation deliverables.

Education

- New Mexico State University, Las Cruces, NM, M.A., English (Technical Writing)
- New Mexico State University, Las Cruces, NM, B.A., Sociology