





Olivia Striloff

 Olivia Striloff
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PROFILE

 **Technical writer with design, development, and video experience** passionate about empowering users with compelling, comprehensive educational content. Multi-disciplinary creative with a unique blend of skills and experience, including **SaaS documentation** and **data analysis**. Self-sufficient, curious, and resourceful university graduate with business savvy and artistic flair.

TECHNICAL SKILLS

Educational Content:

- Technical writing
- Video recording & editing
- Cross-team collaboration
- Google Analytics
- Data-driven decision making
- Animated GIFs & visual aids
- Zendesk Guide

Web Development:

- HTML & CSS (including SASS)
- JavaScript & jQuery
- WordPress development
- Responsive design
- Task management (including JIRA)
- Agile + Scrum methodology
- Github

Digital Art & Design:

- Graphic & marketing design
- Web design
- Adobe Creative Suite
- UX + UI best practices
- Typography + layout
- Wireframing
- Digital illustration

PROFESSIONAL EXPERIENCE

• **Technical Writer – Later**

Full-time Remote • February 2022 – Present

Later is a social media management platform and link in bio solution including scheduling, analytics, and visual planning features.

- **Independently manage two public, customer-facing Help Centers**, each comprised of 200+ articles
- Write new articles and maintain existing content for **rapidly evolving SaaS products**
- Monitor and interpret Help Center **analytics** using Google Analytics 4 and Zendesk Explore to make **data-based decisions** for optimizing content, structure, and strategy
- **Collaborate** with other teams including Product, Engineering, and Support in a **fully-remote** environment
- **Redesigned** and **developed** a new Zendesk Help Center theme
- Create **animated GIFs** and **visual aids** for customer-facing technical documentation and tutorials

• **Content Specialist – ConvertKit**

100% Remote Contract • May 2020 – March 2021

ConvertKit is an email marketing platform, built for online creators to grow their email list with forms, trackable data, segmenting, and automations.

- Created and maintained **comprehensive documentation** for ConvertKit customers and teammates
- Outlined, scripted, recorded, and edited **high-quality video tutorials**
- Tracked and reported on trending questions and issues to identify documentation opportunities
- Supported customers directly via various support channels, in accordance with SLA
- Trained & optimized automated chatbot to **automatically resolve** common customer queries
- Communicated and collaborated **100% remotely** via Slack and regular video meetings

• **Product Specialist – ConvertKit**

100% Remote Contract • November 2017 – April 2020

- Educated customers on how to use the ConvertKit platform
- Provided **technical support** directly to customers via live chat and email
- Assisted with creation of **knowledge base articles, guides, and video tutorials**



• **Digital Experience Designer – Best Buy Canada** Contract • September 2018 – February 2019

Best Buy is one of Canada's largest and most successful consumer electronics retailers, operating the Best Buy, Best Buy Mobile, and Geek Squad brands.

- Designed visually compelling and functional retail experiences to drive business value
- Hand-coded HTML, CSS, and JavaScript, and modified that of existing templates
- Transferred brand look and initiatives to the digital space
- Solved problems from a user-centric perspective
- Presented design work and articulated rationale
- Worked in an Agile/Scrum development environment

• **Web Developer – Finger Food Studios** 100% Remote Contract • July 2017 – December 2017

Finger Food Studios (acquired by Unity Technologies in 2020) boldly and creatively solved complex problems for global companies with groundbreaking tech solutions including augmented & mixed reality, virtual reality, and artificial intelligence.

- Transitioned from full-time employee to remote independent contractor in July 2017, to provide WordPress development services for FingerFoodStudios.com on a contract basis
- Developed complex, responsive templates and layouts from design mockups, which were highly editable via the CMS for the marketing team (using the Advanced Custom Fields Pro WordPress plugin)

• **Software Developer – Finger Food Studios** Full-time • July 2016 – June 2017

- Collaborated in small teams to design, develop, and deploy high quality web-based solutions
- Coded in HTML, CSS, and JavaScript on a daily basis, and maintained version control using Git
- Completed technical troubleshooting and fixes, and developed automated tests to accompany them
- Utilized task management system (JIRA) for tracking tickets and development progress
- Worked in sprints as per Agile software development methodology
- Met regularly with team to discuss project outcomes, generate ideas, and determine action items
- Estimated tasks and managed time effectively
- Regularly communicated and collaborated with designers; assisted with design process as required

• **Marketing & Events Coordinator – Golden Ears Physiotherapy** Co-op • August 2013 – May 2014

Golden Ears Physiotherapy was a community leader for quality rehabilitation programs in Maple Ridge and Pitt Meadows. This position was through Simon Fraser University's Co-op program.

- Independently coordinated all marketing initiatives
- Created attractive marketing materials to promote a wide variety of services and events
- Collaborated with physiotherapists, kinesiologists, and occupational therapists to promote their individual specialties and strengths
- Managed online presence, including WordPress website and social media accounts
- Over a 1-month period, increased website viewership by approximately 19% and increased referrals to website via social media by almost 13x

EDUCATION

🎓 **Simon Fraser University | Bachelor of Business Administration with Distinction**
Joint Major: Interactive Arts & Technology and Business Administration

Class of 2015

INTERESTS

♥ Drawing, digital art & illustration, acrylic painting, calligraphy, macramé, reading, animals (particularly my beloved cat 🐾), home décor & DIY, listening to podcasts, playing *The Sims 4* on PC, and travelling

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