Susan E. Kelley

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Information Architect

Results-oriented, strategic planner with more than 10 years experience developing, designing, and implementing communication for teams at all levels of technicality. Strong history growing and managing full lifecycle development in an Agile environment, managing teams of highly skilled professionals. Excellent communicator, skilled at developing product communication release plans through internal and external channels, coordinating across diverse teams, producing all necessary collateral on-time and under-budget.

Product Strategy	Communication Plans	Roadmunk
JIRA	Atlassian Confluence	Adobe Creative Suites
Lucidchart	Client Engagement	Process Improvement
Editorial Calendaring	Release Notes	Press Engagement
Speechwriting	Agile / Scrum / Kanban	Team Leadership

Career Experience

14 West, Baltimore, MD
Senior Information Architect   7/2019 - 2/2020

- Planned and executed design structure for multiple software products supporting 40+ affiliated businesses
- Implemented incident management guide for internal users
- Created standardized incident/crisis communications plans for system interruptions for all users
- Created company-wide voice & style guide
- Wrote and curated software documentation for internal and customer-facing consumption
- Created email templates and branding to standardize customer-facing communications
- Created and curated documentation for new releases, product updates, and maintenance windows for multiple software products
- Created an ongoing editorial calendar to streamline communication to product audiences
- Oversaw Q1 Objectives and Key Results mapping for product teams, and integrated into the documentation system

CA/Broadcom
Senior Technical Writer   1/2018 – 7/2019

- Curated & published software documentation for the OPS/MVS SaaS product portfolio valued at over $51m USD
- Oversaw a team of 6 technical writers, including hiring 2 new team members
- Planned & executed a 21-video suite training series for mainframe software product portfolio
- Planned & aligned iteration cycles, daily scrum, and roadmap structuring
- Earned project management certification
- Submitted technical presentation proposals to Grace Hopper conference and LavaCon
- Led documentation team to 19% (additional) increase in Net Promoter Score

Technical Writer   3/2016 – 1/2018

- Created & published technical documentation for mainframe software using Atlassian Confluence tools
- Earned a 12% product approval increase in Net Promoter Score over previous year
- Developed voice-based (VUI) integration system for product text search
- Designed and implemented new documentation layout for mainframe product suite
- Completed Managing & Leading Certification
- Prepared documentation for localization/translation into multiple languages

Associate Technical Writer   4/2015 – 3/2016

- Migrated mainframe OPS/MVS documentation set from pdf format (6k pages) to wiki-based tooling on-time and under-budget
- Worked with a transformation team to move from waterfall Agile methodology for software development and documentation
- Established KPI-based tracking for documentation system

Community College of Allegheny County
Adjunct English Professor   9/2009 – 6/2019

- Taught English 089 English fundamentals
- Taught English 101, College composition
- Planned course syllabi and scheduling
- Developed course calendaring, activities, assessments and feedback tools for community college students in a nontraditional college track, in Pittsburgh's most underprivileged and underserved neighborhood

Carnegie Mellon University, Human-Computer Interaction Institute

Visiting Professor   9/2009 – 6/2019

- Created challenging programming for Master's candidates in the Carnegie Mellon Human-Computer Interaction program
- Worked with small teams on capstone programming development for new application implementation and pitches
- Reviewed and critiqued more than 60 project plans each semester from application development teams

Duquesne University

Adjunct English Professor   9/2009 –5/2015

- Taught English 101, Writing Across the Curriculum, and English 102, Critical Writing (in-sequence) to university freshman
- Taught in the University Spiritan Division, a summer program for scholar-athletes
- Designed and implemented syllabi, assessments, provided feedback and evaluation of student work for 18-21 students per seminar
- Advised and met individually with students to guide revision, strategy, and writing development throughout the semester

Carnegie Mellon University, Department of English

Director of Graduate Programs   9/2011 – 9/2013

- Evaluated program goals for consistency and excellence, delivering ad hoc reports as requested by university administration
- Developed and implemented alumni communications, improving placement within the national market
- Wrote and delivered new marketing collateral to better position the English Department graduate program in the national and international market as a best-in-class program

Regional Learning Alliance at Cranberry Woods

Director of Writing and Research   2/2004 – 5/2009

- Created internal and external communications for a LEED-certified facility
- Designed and implemented adult-education support programming including resume / cover letter review, and academic editing support
- Secured a grant from the Buhl foundation to upgrade hardware and software while building a large client base of both students and small local businesses

Honors, Affiliations & Publications

Keynote Speaker, *Slippery Rock University Feminist Majority Leadership Alliance 15th Anniversary, 2020*

Volunteer Clothier, *Sharp Dressed Man, Baltimore 2020 (present)*

Mentor, *Thread Community, Baltimore 2019-present*

Secretary, *Pittsburgh Triathlon Club, 2013-2017*

Department Commencement Speaker, *Carnegie Mellon University English Department, 2008*

Woman of Distinction, *Slippery Rock University, 2007*

President, FMLA, *Slippery Rock University, 2006-2007*

Ongoing: **Have a Pint at the Tech Pub:** *https://tecpub.org*
          Essays at Medium: *https://medium.com/@sekelley*

July, 2016, *Gravel Magazine. University of Arkansas.*
"Lucky Sevens."

May, 2016, *Sound and Literary Art Book, Slippery Rock University.*
"The Nameless Girl."

September, 2012, *Council for Programs in Technical and Scientific Writing.*
Directed a panel discussion on the development of strong technical writing documentation programs.

November, 2011, *National Communication Association.* **"Crisis Communication and the WomanLeader: Weeds and the New American Woman."**

March, 2007, *Conference on College Composition and Communication.* **"Civic Discourse in theUniversity Composition Classroom"** *presented with C. Cosgrove.*

October, 2007, *Journal of Business, Economics, and Technology.* **"Getting to the Heart of Employees: The application of emotional intelligence"** *with D. Galbraith.*

October, 2007, *Feminism and Rhetoric Conference,* **"Beauty's Beast: The Female Voice in Modern Politics."**