

ALEXA VAN VLIET

WRITER | EDITOR

4132 Hearthside Drive, Apt. 202 Wilmington, NC 28412 • 484.929.9743 • alexavanvliet@gmail.com • alexavanvliet.me

PROFILE

Detail-oriented writer with a passion for technology and over ten years of technical writing experience. A quick learner who delights in discovering and experimenting with the newest technologies and applications. Excels in written instruction to simplify user experience and introduce new and updated features, processes, and ideas without overwhelming the reader.

Highly motivated self-starter dedicated to crafting the written word into educational, straightforward, accurate, and creative works as appropriate to meet and exceed the needs of the intended audience. Excellent at learning best practices and up-to-date information on new topics quickly and thoroughly. Endlessly curious, pursues continuous learning.

KEY SKILLS

- Adept at finding information, assessing its value, and synthesizing
- Excellent command of grammar and mechanics
- Superior organizational ability and detail-oriented work ethic
- Highly motivated; capable of self-direction or team-collaboration
- Eager to learn and utilize new technologies

PROFESSIONAL EXPERIENCE

Senior Content Writer

Microsoft (via Blueprint Technologies) | *AI, Cloud, Productivity, Computing, Gaming & Apps*
Bellevue, WA (Remote) | 2026 - Current

- Independently edit assets (Word, Excel, PowerPoint) used throughout Microsoft's customer onboarding for technical accuracy, accessibility, and style consistency. Ensure assets are up to date with current Microsoft naming conventions, formatting, and product offerings.
- Create and utilize custom Copilot AI agents to assist with reviews, including verifying compliance with the Microsoft Style Guide.
- Self-organized with coworkers to create the deliverable review process, documenting updates applicable across assets, and creating high-level records of work for presentation to leadership (Teams, Loop, Word, Excel).

Technical Editor / Technical Writer II

POOLCORP | *World's largest wholesale distributor of swimming pool supplies, equipment, and related leisure products.*
Covington, LA (Remote) | 2022 - 2026

- Worked within the PMO team to create and maintain SOPs and deliverables necessary for the organization using the Microsoft 365 suite (Word, Teams, SharePoint, Outlook, Excel, Visio), Adobe Acrobat, Photoshop, Snagit, and Canva. Updated formatting to reflect consistent, unified style, voice, and branding across all documentation.
- Wrote and edited content as needed across the organization for presentations (PowerPoint, Visio, Snagit, Canva), maintenance and security alerts (Outlook, Teams), guides, documentation (Word), etc., often requiring quick turnaround and persistence in obtaining administration approval (Teams, Outlook) under pressure for unexpected events.
- Proofed deliverables created and used by others (team members, other teams/departments across the company, and CIO), including flyers (Word, Adobe Acrobat, Canva), videos (Canva), graphics (Snagit, Canva, Photoshop), and presentations (PowerPoint, Canva).
- Was responsible for the weekly Field Support Communication newsletter. Solicited news, updates, and other content from all departments and compiled, revised, and delivered email newsletter using Outlook, MailStyler, and CoffeeCup Email Styler to applicable delivery lists.

PROFESSIONAL EXPERIENCE *(CONTINUED)*

Technical Writer

Ginnie Mae (via The Goal / Deloitte) | *Keeping access to affordable homeownership and rental housing possible.*
Arlington, VA (Remote) | 2021 - 2022

- Worked within the documentation team assisting Ginnie Mae to update the formatting of SOPs and other deliverables to reflect consistent, unified style, voice, and branding across all documentation (Word, Excel, Adobe Acrobat, Outlook).
- Edited documentation to provide explicit, concise, and professional instructions to the intended audience. Ensured that included tables, figures, and links were working correctly and delivered value and clarity.
- Ensured documentation was both grammatically and technically correct. Accurately defined and utilized industry-standard vocabulary and acronyms.

Technical Writer

Crestron Electronics | *Innovator and manufacturer of control and automation systems for the office, campus, and home.*
Rockleigh, NJ (Remote) | 2020

- Worked within the documentation team to create and update product documentation to reflect new or updated products and technologies (MadCap Flare, Word, Adobe PDF, XML/HTML/CSS). Ensured that instructional documents were written with technical accuracy while remaining concise and clear.
- Collaborated with others, including writers, editors, the legal team, and subject matter experts, to produce accurate, high-quality documentation.
- Determined which media and documentation types users preferred, as well as explored emerging technologies to ensure information was consistently presented via modern methods.
- Collaborated with coworkers and others across various time zones, utilizing tools such as Microsoft Teams, emails (Outlook), voice and video calls, cloud-based sharing (Teams, OneDrive), and others.

Customer Support Specialist

Soul Space Media | *Parent company of the sarahprout.com brand, creating publications on intuition and spiritual growth.*
Las Vegas, NV (Remote) | 2018 - 2019

- Addressed customer inquiries received via email tickets and voicemail messages in a timely and courteous manner, ensuring customer satisfaction without compromising company policies as part of the customer support team (Keap/Infusionsoft, Zendesk).
- Managed various member communities, ensuring group rules were followed. Moderated member contributions with warnings, deletions, explanations, and follow-ups as necessary. Ensured only active members were accepted into membership-only groups (Keap/Infusionsoft, Zendesk, ManyChat, Facebook).
- Wrote the standard operating procedures for customer support tasks (Word, Google Docs, Trello).

Technical Writer

Unisys Corporation | *Global provider of digital workplace, enterprise computing, and business process solutions.*
Malvern, PA | 2014 - 2018

- Worked within the IT documentation team and collaborated with other writers and departments to create, edit, and update documentation (Word, Contenta/Arbortext Editor, Adobe Acrobat, Camtasia). Researched and supplied updates to address customer queries relating to existing documentation (Outlook).
- Communicated with others globally via email, instant messaging, and audio/video conferencing (Teams/Skype), to develop a technical understanding of the products, and produced documentation relevant to the target audience.
- Synthesized input from all sources to obtain unanimous approval on the documents, ensuring technical accuracy while following documentation standards.

EDUCATION

Agile Project Management with Scrum (Continuing Professional Education)
7 hours of Instruction, Lecture, and Discussion (.7 CEUs)
Penn State Great Valley, Malvern PA
March 2016

B.A. English (Writing Concentration) / Web Technology Minor
West Chester University of Pennsylvania
Degree Honors: Magna Cum Laude
Fall 2010 – Graduation May 10, 2014

AWARDS AND PUBLICATIONS

Silver Recognition Award
Making MCP Express Easier to Use
Unisys Corporation, September 2016

MCP Express Getting Started Videos
Unisys ClearPath YouTube Channel January 2016

“Take Heart” and “The Canvas”
Daedalus, Issue 40, Spring 2012

TECHNICAL SKILLS

- PC operating platforms
- Microsoft 365 (Word, PowerPoint, Excel, Visio, Teams, Outlook, SharePoint, OneDrive, Loop, Viva)
- Adobe (Acrobat, Photoshop, Illustrator, Dreamweaver, Contribute, RoboHelp)
- MadCap Flare / MadCap Central
- Google Workspace (Google Docs, Sheets, Drive)
- Git
- Video Editing (Camtasia, Canva)
- Search engine optimization
- Social Media platforms (Facebook, Instagram, Twitter/X, WordPress, YouTube, Tumblr, Blogger, Pinterest, Twitch, Discord, Slack)
- HTML/XML; CSS; PHP; JavaScript; YAML; Markdown
- Content Management Systems (Contenta/Arbortext Editor, MadCap Flare/Central, RoboHelp)
- Zendesk
- Keap (formerly known as Infusionsoft)
- ManyChat
- Trello
- MailStyler
- Coffeecup Email Styler