

Kimmy Matthews

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Professional Profile

With an engineering background and certifications in both technical writing and business process improvement, it is my passion to improve how products are designed, understood, and used both internally and externally. For 11 years, I have contributed innovative ideas, leadership, and quality deliverables to clients spanning the IT and Tech industries.

Professional Achievements

- Designed [a product feature](#) for Google Docs which reduced clicks by 75% and improved editing time
- Designed a system to improve and standardize the request process for regulators
- Designed a contract management process flow to improve subscriber retention and vendor relationships
- Identified over \$1MM of revenue potential for USPS' Extra Services for Expedited Mail products

Professional History

Content Strategist/Project Manager, Google (Contractor)

April 2016 – June 2017

- Developed [editorial resources](#) which have been adopted by the AdWords Style Committee and implemented by the Content Strategy & Development team
- Managed and developed user-interface text and external support center content for 14+ product features of the Google AdWords platform which includes [text ads](#), ad customizers, ad variations, shared library, [Ad Preview and Diagnosis Tool](#).
- Managed editing process for editors, article owners, and project managers in preparation for the launch of AdWords Next which included identifying a timeline for writing, obtaining approvals, coding, localizing, and publishing all Help Center updates by the launch date
- Collaborated with cross-functional teams of UX designers, project managers, content marketers, and engineers to ensure content is accurate and helpful for the users
- Managed rewrites of [30+ Help Center items](#) spanning multiple writers and product areas.
- Simplified the editing process for editing long-form articles for 2 substantive launches (Goldilocks and AdWords Next)
- Reviewed and edited scripts for Google AdWords YouTube video tutorials

Project Manager, Tech Copy Expert

June 2015 – April 2016

Clients: Influence & Co., Slovenia Tourism Board

- Designed and developed www.techcopyexpert.com using WordPress and CSS
- Managed 2 digital strategists to create and execute a [content strategy and international social media campaign](#) for the country of Slovenia
- Wrote articles on data science, data analytics, data governance, etc. for technical publications such as www.econsultancy.com and www.business2community.com

Technical Writer/Project Manager

Nov. 2011 – May. 2015

Municipal Securities Rulemaking Board (MSRB)

- Managed and maintained all technical communications including [user manuals](#), [specifications](#), policies, standard operating procedures (SOPs), web content, communication plans, etc. for external subscribers and market stakeholders
- Produced [instructional videos](#) which included writing scripts, recording screens and publishing the videos for

- dealers, issuers, and agents in the Municipal Bond marketplace
- Developed [style guidelines](#), business processes, and a document library for all externally published documents to create a consistent branding and workflow for the company
- Created web-page design mockups and requirements to improve the user experience and make web content and documentation easier to find

Business Consultant, Acumen Solutions

Jan. 2009 – Dec. 2010

Clients: US Postal Service - Expedited Shipping and Intelligent Mail & Address Quality (IMAQ) Engineering

- Drove regional Scan and Service performance through report management and consulting
- Developed user guides and release definitions for the Mail Identification & Tracking System (MITS) application
- Designed wireframes and created design & test requirements for the IMAQ Engineering communications portal

Business Consultant II, Acumen Solutions

March 2008 – Oct. 2008

Client: The Carlyle Group

- Improved the usability for Carlyle Distributions Systems, Anti-Money Laundering System, and Equity Management Systems application
- Configured Workday, a financial and HR software, to generate custom HR reports
- Conducted business analysis and market research to prepare business proposal for retail client
- Created user test plans and managed the results and implementation of bug fixes and feature updates

Systems Analyst, Accenture

May 2006- March 2008

Clients: US-VISIT, Office of Personnel Management, Verizon Business

- Provided frameworks for troubleshooting, application support training, and QA testing and analysis for the Public Key Directory (PKD) Validation Service
- Managed business impacts, business requirements, and other deliverables via SharePoint
- Conducted risk assessment for Enterprise-wide Retirement Application and configured user access rights for employees, contractors, and end users within the application
- Improved business processes and defined product requirements for a global access rights management solution

Education

B.S. Electrical Engineering, April 2005; Michigan Technological University (MTU), Houghton, MI

Technical Writing Certificate, March 2011; Fairfax County Adult & Community Education

Fundamentals of Successful **Project Management Certificate**, May 2012; SkillPath Training Washington, DC

Business Process Improvement Certificate, October 2014; Learning Tree, Reston, VA

Software/Methodologies

Agile Software Development

Atlassian JIRA

Aweber

Camtasia

CSS and HTML

Google Docs

MailChimp

Microsoft Visio

SharePoint

Sitecore Web CMS

Slack

SnagIt

System Development Lifecycle

Trello

WebEx

WordPress