

# Shelly King

P.O. Box 977  
Felton, CA 95018

650.255.9858  
[shelly@wordcakemedia.com](mailto:shelly@wordcakemedia.com)

## PROFILE

Accomplished information developer specializing in engaging content that creates user confidence and product fandom. Published novelist with ability to apply story-telling techniques to all types of content.

## EXPERIENCE

### **PRINCIPAL, WordCake Media, Felton, CA - 2015 - Present**

Worked with corporate clients as well as small business owners and nonprofit organizations to develop content and design websites to engage customers and donors.

### **PRINCIPAL CONTENT SPECIALIST, Intuit, Mountain View, CA – 2007 - 2014**

Developed social media strategy and executed it resulting in an increase in NetPromoter score with new users of 18 points. Created user self-help videos and articles used in community and social media designed to reduce support call volume. Partnered with corporate strategy to develop user engagement and customer care priorities and strategy. Advised other teams in the company on how to increase customer engagement with content. Produced in-product content and user interface text for specific products.

### **SENIOR WRITER, Valchemy, San Mateo, CA – 2005 - 2006**

Redesigned, rewrote, and redeveloped the entire product library that included a user's guide, administrator's guide, API guide, white papers, technical briefs, user tips, and training materials. Worked with the graphic designer on user interface and interaction issues for the flagship product. Provided support on corporate website update, including site architecture, front page design and imaging, and copyediting. Designed product vocabulary used for all technical and marketing content.

### **SENIOR WRITER, Knova, Cupertino, CA – 2002 - 2005**

Managed all aspects of product documentation planning, design, and development. Enhanced product documentation coverage from 50 to over 1000 pages targeting eight different audiences. Introduced online help systems for product family. Hired and managed contractors as needed, including offshore staff. Created controlled vocabulary for product concepts and implemented search taxonomy for documentation suite.

### **PROFESSIONAL SERVICES MANAGER, OnDemand, Palo Alto, CA – 1997-2002**

Designed and led deployments of customized web-based application. Remodeled deployment processes and tools, reducing deployment costs 50%. Developed business processes and best practice methodologies to provide direction for application consultants. Customized user interfaces during deployments cycles and worked with interaction designers on interface design, standards, and styles. Negotiated vendor contracts and coordinated translation projects. Consulted with customers on information structure, design, and organization, maximizing the effectiveness of content navigation.

EXPERIENCE (cont.)

**SENIOR TECHNICAL WRITER, Élan Computer Group, Mountain View, CA – 1996-1997**

Managed software development project for new web-based application. Re-architected online help and print documentation to single-source model, reducing implementation and maintenance time by 50% and printing costs by 40%. Coordinated all document printing and software packaging projects with vendor. Led software team in user interface design.

**LEAD WRITER, Autodesk, San Rafael, CA – 1995-1996**

Led technical publications team for document management product. Created use-case scenarios for training development. Responsible for keeping team projects on schedules and developing project status reports for management team.

**SENIOR TECHNICAL WRITER, Parametric Technology, San Jose, CA – 1994-1995**

Produced all training materials for corporate trainers. Worked with instructors to design class content and organization. Developed standards and style for training materials.

**TECHNICAL WRITER, Intergraph, Huntsville, AL – 1989-1994**

Designed, organized, and wrote online and print documentation. Worked on corporate team for Document Type Definition (DTD) design and implementation of SGML-based technical publications system. Participated on the corporate styles and standards team. Worked with software development team on user interface design.

EDUCATION

University of Tennessee, Knoxville, TN – B.A. in English, 1989

SKILLS

Storytelling, video production, graphic design, voiceovers, audience analysis, information architecture, social media strategy, community management, project management

REFERENCES

Available upon request