

CONTENT STRATEGIST

RESUME

PROFESSIONAL EXPERIENCE

Oct 2021-Aug 2022

**Avanade
Dallas/Fort Worth**

Group Manager,
Content Strategy

- deep analysis of current state content based on heuristics, best practices, and thorough research
- flexible content strategy, adaptable to business strategy as well as future-ready
- structured content standards adapted for SharePoint
- scoped enterprise content projects with deliverables, effort hours, and statements of work
- governance and standards based on design-thinking workshops and organizational research
- worked closely with UX and visual design workstreams to deliver consistent, high-quality project deliverables
- training and guidance for clients to understand the content process
- standards and prototypes for greatly improved authoring experience

Dec 2019-Oct 2021

**Oxford Global Resources
University of Texas at Arlington
Dallas/Fort Worth**

Enterprise Content
Migration Lead

- as one of five migration leads, design and guidance for migrating the entirety of uta.edu to new CMS, Sitecore; responsible for content migration of the College of Science and all of its departments, the registrar's office, Student Services, the Office for International Education, and enhancements to the authors' experience
- user design and content research put into practice and governance
- weekly content strategy training sessions
- standardized taxonomy for use across multiple departments
- content author assistance during and after migration
- content model for implementation in the CMS with considerations for SEO, hierarchies, and improved internal searching
- future-ready, scalable, enterprise content strategy

Feb 2016-May 2018

**Sabre
Dallas/Fort Worth**

Principal Content and
Knowledge Architect

- audit & redesign of 2.6 million word, complex online help system translated into 6 languages
- quality assurance for production help system to improve stability & responsiveness
- analysis of user feedback, analytics, and trending data for applied research to production help system to deflect call volume to help center
- triage methodology for reported production-issues so my team could effectively categorize & address solutions
- complete proprietary XML vocabulary for new information architecture
- sophisticated content model based on DITA to structure information for future-ready content management system (CMS)
- training plan & delivery for technical writers to move from unstructured to structured, topic-based writing
- design enterprise-level CMS to address complex, data-driven content requirements; the better the authoring experience, the better the users' experience
- improved sales transaction times through surveys & workflow studies
- future-ready, scalable, enterprise content strategy started as grass roots project

Jul 2005-Feb 2016

**Sprint
Dallas/Fort Worth**

Application Developer II

- initial planning to deployment of high-capacity document creation & archival system capable of 50,000 transactions per hour
- multimedia content to kiosk systems in 1500 retail stores
- transaction studies & retail analytics improving customer experiences nationwide
- disaster recovery strategy for mission & business critical apps
- research & reporting strategy as well as risk mitigation for Sarbanes Oxley (SOX) apps
- improved sales transaction times through surveys & workflow studies
- mission critical software support & management
- development standards for team of 200

Feb 1996-May 2011

**Consultant
Dallas/Fort Worth
Chicago**

Consultant, Content Strategist, Speaker, and Trainer

- multi-channel content strategy plans for financial, retail, & educational institutions
- advertising, marketing, & public relations (PR) campaigns for small businesses and government organizations
- training workshops about technology, businesses processes, and career skills
- HIPAA compliance and training for doctors' offices to meet federal guidelines
- content management & ecommerce systems for universities, associations, and small businesses
- documentation and training for Fortune 500 clients
- complex enterprise content and technology solutions through research & observation
- training & knowledge strategy for major call centers improving task retention, ticket closures, & employee turnover
- enterprise software design, testing, & deployment, reducing back-outs & increasing response times
- online documentation ensuring best possible user experience

Jul 1999-Jan 2003

**Tellabs
Chicago**

Senior Technical Writer

- complex single-sourcing processes for hardware and software projects
- company-wide standard for single-sourcing methods & technology
- content strategy for migration from legacy to structured content
- conversion from print to multimedia distribution
- site visits with target audience to better tailor content
- coordination with marketing communications to develop cohesive content products
- interfaces design, AI, & standards for embedded systems
- first web-based document portal

Feb 1989-Feb 2001

U.S. Air Force Reserves

Imagery Analyst

- intelligence reports used by White House, Department of Defense, National Reconnaissance Office, NORAD, & Space Command
- hundreds of intel briefings for high-ranking officials
- training manuals for imagery analysts new to the NRO
- collaboration with all military branches as well as federal and local law enforcement

EDUCATION

BA: Professional and Technical Writing / Management Information Systems

University of Arkansas at Little Rock

AA: Intelligence Analysis

Community College of the Air Force

Bio Keith Anderson has more than 20 years of experience as a professional and technical communicator. He has worked in many industries including telecommunication, retail, healthcare, banking, and IT consulting. This diversity has helped him develop a broad range of experience in technology.

Keith is also a co-founder and co-chair of The Big Design Conference, an annual event for user-experience-related practitioners representing design, content, usability, accessibility, gaming, film, animation, and so much more.

SPEAKING Keith has spoken about content strategy at numerous conferences and events. Some of these include the STC Summit, Big Design Conference, IA Summit, Results Oriented Web Conference, and Open Camp.

WORKSHOPS In addition to speaking, Keith is also an experienced instructional designer and has created and delivered workshops and training related to content strategy, software tools, and business processes.

- ORGANIZATIONS**
- Big Design Events (Big D)
 - Society for Technical Communication (STC)
 - Interaction Designers Association (IxDA)
 - User Experience Professionals (UxPA)
 - Dallas User Experience Meetup Group

PROFESSIONAL SKILLS

Agile	●●●●●
Research and Analysis	●●●●●
Content Management Systems	●●●●●
Content Strategy	●●●●●
Information Architecture	●●●●●
Project Management	●●●●●
System Administration	●●●●●
Systems Design	●●●●●
Technical Communication	●●●●●
User Experience Design	●●●●●
Visual Design	●●●●●
Web Design	●●●●●
Writing	●●●●●

PERSONAL SKILLS

Adaptive	●●●●●
Analytical Thinking	●●●●●
Commitment	●●●●●
Communication	●●●●●
Meeting Facilitation	●●●●●
Organization	●●●●●
Systems Thinking	●●●●●

WRITING **Book**

Future-Proofing Content: How Context Can Prevent a Complex Digital Dark Age
March 2022, XML Press
futureproofingcontent.com

Freelance

- bigdesignevents.com (user experience)
- thenewreview.net (music)
- STC Chicago (technical communication)
- Abacus Image (press releases & kits)
- Working Smarter (MS Office tips & tricks)