



# KEITH ANDERSON

Fort Worth, TX 76244 ~ 817.938.0942 ~ keith@mkanderson.com ~ LinkedIn.com/in/suredoc

---

## CONTENT STRATEGIST

Professional writer with a career dedicated to developing best practices for multichannel content development and to optimize user engagement. Analytical thinker who evaluates current practices, present requirements, and future goals to define the scope of projects and craft strategies that serve growing companies and institutions. Excellent written, verbal, and presentation skills, with a track record of successfully coaching new and seasoned speakers to give engaging and effective talks. Passionate about organized content planning that serves all users, not just marketing and sales.

---

### SKILLS

---

Multichannel Content  
Enterprise Strategies  
Public Speaking  
Coaching & Mentoring  
Technical Writing

Design Thinking Facilitator  
Team Leadership  
Scope Definition  
Project Management (Agile  
Kanban)

Devops  
Enterprise Content  
Management Systems  
User Experience Design  
CMS Solution

---

### SELECT CAREER HIGHLIGHTS

---

- ▶ Presented keynote and featured speaker at industry conferences including multiple Big Design, IA Summit, and STC meetings with topics ranging from “Context as Strategy” to “Peer Mentoring”.
- ▶ Conducted dozens of workshops on subjects such as “Content Management Systems”, “Technical Writing”, and applications such as HTML/CSS, Microsoft Word and Adobe Acrobat Professional.
- ▶ Provided solutions to major brands including Discover, Manpower, Allstate, J.D. Edwards, University of Illinois, U.S. Bank, Arkansas Game & Fish Commission, Mitsubishi, and others.
- ▶ Coached dozens of conference presenters and provided proprietary services that increased community engagement 25% within a week.

---

### PROFESSIONAL OVERVIEW

---

**Group Manager, Content Strategy, AVANDE**, Fort Worth, TX

October 2021-August 2022

- Illustrated how a retailer’s intranet update was underfunded and not scoped properly leading to a \$2M contract renewal for 2023 to establish an effective internal content strategy and system to support employee engagement.
- Scoped and made key contributions to a \$13M proposal for an international healthcare organization.

- Assessed content practices based on heuristics and best practices to develop a flexible content strategy that can be scaled to meet business needs.
- Scoped enterprise projects and developed statements of work, providing content deliverables
- Established enterprise governance and standards for templated design parameters based on organizational research.

**Enterprise Content Migration Lead, Oxford Global Resources, Arlington, TX** December 2019-October 2021

- Upgraded and refreshed University of Texas at Austin content to a Sitecore CMS solution.
- Trained students to assist in modernizing 4M+ words and 10K+ pages for divisions including the College of Science, the Registrar, Student Services, and Office for International Education.
- Improved search functionality, author tools, and standardized taxonomy.

**Co-Founder & Co-Chair, BIG DESIGN, DALLAS, TX** March 2009-September 2018

- Built a periodic conference to more than 1K attendees with clear content planning and marketing.
- Negotiated sponsorships and trade show vendor contracts.
- Designed and developed website UX, workshops, speaker coaching, and small breakout event plans.

**Principal Content & Knowledge Architect, SABRE CORPORATION, SOUTHLAKE TX** February 2016-May 2018

- Redesigned and updated a production help system using user feedback, analytics, and trending data to improve effectiveness of answers and decrease call volume for live help.
- Implemented a proprietary XML vocabulary to support six languages in the new information architecture.
- Developed structured guidelines for content writers and used DITA modeling for planning future growth.

**Content Strategist, Speaker, Trainer, SUREDoc** January 2001-November 2011

- Provided multichannel content strategies for financial, retail, educational and healthcare clients including compliance with various state and federal regulations such as HIPAA.
- Conducted training workshops and gave presentations highlighting best practices and soft career skills.
- Audited content and performance metrics to optimize enterprise application design and system architecture.

**==ADDITIONAL CAREER SUCCESS**

SPRINT	Application Developer
TELLABS	Senior Technical Writer
US AIR FORCE RESERVE	Imagery Analyst

**==EDUCATION**

**Bachelor of Arts, Professional and Technical Writing, University of Arkansas at Little Rock Associates, Intelligence Analysis, Community College of the Air Force**