

Courtney Stoker

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What I can do for you

- Communication analysis and strategy
- Storytelling and narrative building
- Create, edit, and manage readable, helpful content
- Develop communication guidelines and templates

Education

Master of Arts in English

Texas A&M University | Dec 2011

Bachelor of Arts in English

Southwestern University | May 2009

Experience

Managing Editor | *Dook Dook Ferret Magazine*, *Ferret-World.com* (March 2017-Present)

I work closely with the editor-in-chief to develop each issue's theme, content, and structure. I edit and construct each issue once all articles have been written, providing notes and feedback to the designer.

- Recruited contributing editor to assist with article writing and editing
- Spearheaded "Ask a Vet" column, locating and recruiting vets from around the world, encouraging user participation, and establishing the process for questions to be submitted and assigned
- Developed content management system to track and structure each issue, decreasing time from initial brainstorming meeting to ready-to-publish by 30%
- Instrumental in increasing average issue length from 10 pages to 70 pages

UX Content Lead | *CS DISCO* (May 2018-March 2019)

- Wrote and maintained various written content for DISCO customers
- Wrote and edited copy for the software's user interface
- Developed writing style guidelines used by the UX, Marketing, & Customer Success teams

Technical Writer | *Apple via Apex & Synergis* (October 2016-March 2018)

Rebuilt internal documentation system from the ground up, redesigning the UI, developing structure and templates, and rewriting all documents.

- Wrote and managed documentation for over 1,000 domestic and international employees
- Established reputation that resulted in multiple Apple teams requesting my assistance in creating or updating their own documentation systems
- Created and regularly implemented training for new tech writers
- When department was merged with other tech writer teams, planned and facilitated team meetings to develop new processes and style guide

Customer Care Email Specialist & Knowledge Manager | *LegalZoom* (January 2015-May 2016)

I started as an email agent, answering hundreds of customer emails a day. I took initiative and developed a style guide that was adopted by the email & QA teams. I was then permitted to contribute to and eventually manage content in the Customer Care knowledge base, used by both email and call agents.

- Wrote over 30 email templates used regularly by the Customer Care email team
- Wrote and revised over 900 pages for the Customer Care knowledge base
- Part of a 2-person team recruited to write over 100 templates for new chat team pilot program

Adjunct Professor (Rhetoric & Composition) | *Houston Community College & Lone Star College* (February 2012-May 2014)