

RESUME

MEGHAN MAHAR

FREELANCE WRITER & CONTENT STRATEGIST

Tenacious and clever, longtime software industry writer and content strategist with a knack for asking the right questions, persevering through hard deadlines, and taking ownership of work. Regularly comes up with creative solutions backed by user research to simplify content for all users.

EXPERTISE

- UX WRITING** In-app announcements, tutorials, error messages, surveys – you name it. Since 2006, I have perfected the craft of taking complex ideas and creating copy that's consistent and accessible to all.
- CONTENT DESIGN** As technology advances and the way people comprehend changes, I continue to evolve my design skills using structure, layout, diagrams, videos, and interactivity as each project calls.
- CONTENT STRATEGY** I use a blend of content audits, user research, solution design, scoping, and delivery timelines to create well-thought-out and well-executed plans to reach each project's content goals.

EXPERIENCE

- 2013 - Present**
Various Projects
FREELANCE WRITER
Created software and hardware guides, promotional material, tech industry articles, outdoor adventure guides, email flows, and web content for a variety of clients and client needs.
- 2017 - 2020**
[Decisiv](#)
LEAD TECH WRITER (CONTRACT)
Developed an online knowledge base full of help articles, introduced an in-app resource center to their users, created their first set of onboarding tutorials with templates and guidelines, and defined a brand voice to help build trust with their users.
- 2015-2017**
[Pacific Metrics](#)
SENIOR TECH WRITER
Introduced a gold standard for release notes and online help later adopted by all project teams. Became the go-to person for videos, demo scripts, marketing presentations, and UI content.
- 2011 - 2013**
[Appian](#)
LONE TECH WRITER
Structured their docs alongside the code, so they could embrace continuous software development. Condensed ~900 sporadic MediaWiki pages to ~300 organized pages within two years. Created the company's first tutorials for their low-code platform.
- 2007-2011**
[Personify](#)
DOC TEAM MANAGER & SENIOR TECH WRITER
Created help content for six product lines and introduced workflow images for complex concepts. Restored documentation image within the company while leading a team of four writers.



CONTACT

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SOFTWARE SKILLS

Content Tools

- Zendesk
- Pendo
- Wordpress
- Shopify
- InDesign

Visual Tools

- Photoshop
- Figma
- Invision
- Camtasia
- Visme

Languages

- HTML
- CSS
- Markdown

Process

- JIRA
- Github
- Airtable

PORTFOLIO

- In-App Tutorials
- In-App Messaging
- Product Announcements
- Content Resource Center
- Company COVID Response
- Brand Voice Chart
- Tech Industry Articles
- Product Landing Pages
- Company White Papers

Visit www.megmahar.com to view.

CONFERENCES/TALKS

Pendomonium, 2019 - Session Speaker
Write the Docs, 2019 - Session Speaker
VT Prof. Writing Panel, 2008 - Participant

EDUCATION/AWARDS

B. A. in English, May 2006 - Virginia Tech
STC-WDC Tech. Pub. Award, 2008