

# Freda Salatino

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## Summary

Technical content specialist with beginner's mind, deeply familiar with knowledge management systems. Experienced team and project leader. Seasoned Confluence administrator.

Comfortable with ambiguity.

I taught classes in technical writing and information architecture at the UC-Berkeley Extension, including units on UI prototyping, usability testing, HTML and Javascript, and modular documentation.

Web portfolio at <http://www.movingfinger.net>

## Technical Background

**Autonomous vehicles:** Renovo Motors

**Analytics:** E.piphany (Infor), Oracle (Agile Software)

**COBOL data:** DCR

**Customer Relationship Management:** E.piphany (Infor)

**Data Privacy Tools:** DataVantage (DCR)

**Distributed Network Systems:** Xerox, Digital Persona

**ERP:** Agile Software (now Oracle)

**Hadoop:** Hortonworks

**Languages:** Javascript, Python, SQL

**LINUX:** University of California

**SAAS:** Productiv, Nimblefish (RR Donnelley DSG)

**SOX Compliance:** Agile Software (now Oracle)

**SQL Databases:** Borland, Oracle, Informix

**Site Analytics:** Google Analytics

**Topological Data Analysis:** Ayasdi

## Professional Experience

### **CData Software**

2/23 - present

#### **Technical Writer**

The mission of this mid-size Triangle-based software company is to help connect, integrate, and automate enterprise data. I help maintain and improve existing documentation for their family of over 250 drivers. The doc lives in a home-grown, SGML-based doc-as-code environment, so doc architecture innovations have to be designed with extreme care, lest they break the build.

Write documentation for new drivers. Create and maintain newbie driver writer documentation.

Contribute blogs to the CData knowledge base.

### **Productiv, Inc.**

7/21 - 12/22

#### **Principal Technical Writer**

Full-charge technical writer for this rapidly growing startup, whose products help companies make better decisions about how they buy, distribute, and use SaaS applications. I wrote all the product doc, collaborated with Product Managers and Product Designers to create "tours" of new product features, and wrote release notes for external audiences.

### **Renovo (now Woven Planet)**

1/19 - 8/21

#### **Principal Technical Writer**

Built doc architecture and culture at this exciting autonomous vehicle platform startup, for two audiences: data analysts, and developers of software for EVs and AVs.

Implemented a doc portal, a content management system, and a structured methodology for creating Release Notes. Also created a series of User Topics to augment the API documentation written by the developers. (The API documentation is output from developer Doxygen comments via Sphinx.)

Major writing accomplishments: documenting the Renovo Autonomous State Machine and creating the documentation suite for The Renovo Platform, a 2020 Edison Award-winner.

### **Ayasdi (now Symphony Ayasdi)**

4/18 - 1/19

#### **Sr. Technical Writer, SDK/API documentation (contract)**

As a contractor with TEKsystems, reshaped Ayasdi's crowd-sourced, developer-written SDK and API source into enterprise-ready doc that can be read, comprehended, and used by educated people who may not be data scientists, mathematicians, or python developers. The work included new end-user topics on the most important SDK tools, new or improved tutorials, and knowledge articles for Ayasdi's support portal.

The SDK work involved editing python and reStructuredText files, which were then published as .html via Sphinx.

## **MZ (now AppLovin)**

**7/15 - 2/18**

### **Lead Technical Writer, Confluence Administrator**

**From 1/17 to 2/18**, administered MZ's corporate Confluence wiki, extending user privileges as needed, adding new users to the system, helping debug "broken" content, and offering newbie, visual tools, and advanced Confluence training.

Facilitated end-user collaboration in the writing process so that MZ's intellectual capital would be preserved in the wiki. This frequently included consulting with a variety of MZ departments to improve their wiki silos and end-user experience.

Created or extended TechOps and other content as needed.

**From 7/15 to 12/16**, pushed Confluence to the limit for MZ's large TechOps group, which was charged with keeping worldwide servers operating 24/7. Instituted information architecture, improved existing technical documentation, wrote new technical documentation.

## **Hortonworks (now Cloudera)**

**3/14 - 6/15**

### **Information Architect/Sr Technical Writer**

Managed the migration of the Tech Doc group from the delivery of HTML and PDF documentation via DocBooks XML, to the Xyleme LCMS, which was adopted by Hortonworks Training and Tech Docs groups to share content and to facilitate SME participation doc creation and review. Trained all technical writers in Xyleme Studio. Created and maintained shared templates for modular content and a shared style guide. Designed new interactive forms for documentation.

Project was accelerated prematurely, then scrapped when it became clear that the LCMS paradigm was counter to the aims of Hortonworks – an open source company that required open source, easily searchable docs. I was subsequently switched to docs release management.

## **Writing contracts**

**5/04 –2/14**

### **Nimblefish/RR Donnelley DSG (2/2013 – 2/2014)**

#### **Confluence Administrator/Technical Writer**

Confluence Administrator for Nimblefish's Confluence instance, supporting the site's 50 users. Also managed all technical content for this development group, from the upgrade and reorganization of their Confluence CMS to documentation for Nimblefish's Advisor, Nurture and Vision products.

### **Direct Computer Resources, Inc. (2/2011 – 5/2012)**

#### **Technical Writer/Trainer, Professional Services**

Worked remotely for this small New Jersey company, which delivers data privacy tools for Fortune 500 companies. Conducted customer training engagements, including the preparation of customer data, the training

of customer Subject Matter Experts, and creation of custom documentation to leave behind.

Developed data sheets and marketing collateral. Redesigned and spec'ed a new company website, which never went live.

**Genentech (12/2009 – 1/2011)**

**Portal Administrator/Technical Writer**

Administered a customized Vignette Content Management system for Genentech's Commercial departments (Biooncology, U.S. Medical Affairs, Metabolism, Immunology, Ophthalmology). Solved design and functional problems for portal authors, helped them publish their content, and supplemented the formal training courses by tutoring or training them in web design one-on-one or in small groups.

Trained other portal administrators and the Genentech Informatics help desk "Subject Matter Experts" on the Commercial Portal. Documented all procedures taught.

**ActiveVideo Networks, Inc. (6/2008 – 12/2009)**

**Principal Technical Writer**

As sole in-house technical writer for this mid-size startup, managed the company's MediaWiki intranet. External doc included compiled online help and API references. (See <http://www.avnetworks.com>.)

**VoEX (now IntelePeer, 1/2007 – 7/2007)**

**Technical Writer**

Designed and delivered in-house training for VOEX's SuperRegistry Server Portal; created and maintained product online help; performed product QA; maintained test plan.

**Agile Software, Inc. (now Oracle, 10/2004 – 5/2005)**

**Technical Writer**

At this company, which sold a full line of ERP applications, I redesigned and augmented User's Guides for Agile Program Execution and Agile Product Governance & Compliance.

**E.piphany (now Infor)**

**12/99 - 4/04**

**Senior Manager, Technical Communication**

Transitioned writing teams from three different companies, into one usability-focused writing department with a unified, mature methodology. Group created compiled and HTML online help systems and PDF manuals; edited and maintained SDK documentation; edited Javadoc APIs; and documented product defect data for internal and external audiences.

Details about jobs before 1999 available upon request.

## Teaching Experience

### UC Berkeley Extension School of Engineering

2/96 – 5/00

The first instructor in the School of Engineering to administer my classes entirely via email and the web, I created websites for each new class, beginning in 1996.

- Spring 2000, Spring 1999: Principles of Information Architecture (X466) (administered entirely via email and a class website)
- Sept. 17-18, 1999: Careers in Technical Communication (seminar)
- Summer 1997, Fall 1998: Advanced Technical Writing (X461) (administered entirely via email and a class website)
- Fall 1996, Winter 1997: Software Documentation and Knowledge Systems (X425.5) (administered entirely via email and a class website)
- Feb. 26-28, 1996: Creating Software Documentation, a seminar in the series, “The Business of Software”

## Education

- Certificate in Technical Communications, De Anza College, Cupertino CA
- BA studies in Communications (concentrations in Journalism and Broadcasting), Hofstra University, Hempstead, NY