JENEBA WINT, MA

WWW.LINKEDIN.COM/IN/JENEBAWINT/
JENEBAWINT@GMAIL.COM
301-768-6553

Data-informed information manager and user experience storyteller focused on content as a service and digital product management. Over ten years of experience setting and operationalizing enterprise content strategy, establishing and scaling content workflows and governance processes. Expertise includes content management, delivering content technology solutions (tech stack), content operations, enterprise technical content strategy, understanding and documenting customer and stakeholder's needs and pain points, delivering content solutions and business requirements that meet those needs at every touchpoint.

EXPERIENCE

LPL FINANCIAL - FORT MILL, SC | 2019- PRESENT
Largest independent broker-dealer in the US, driven to help entrepreneurial financial advisors establish successful businesses

AVP, Digital Content Operations – Develops and drives the strategy, vision and roadmap for enterprise digital content management and content operations, creating a comprehensive content governance and operations plan around people, processes, technology that contributes to improved content lifecycle, content findability, content reuse, and content management.
- Develops and manages a standardized and governed inventory of universal content taxonomy, content metadata and tagging to maintain overall content integrity and accuracy across content delivery systems and solutions
- Oversee content performance measurement and key performance indicators (KPIs), including the design and operation of relevant dashboards and reports
- Owns and drives business requirements definition, user story grooming, and user acceptance testing as it relates to the implementation and development of content management and delivery technologies

AVIDXCHANGE - CHARLOTTE, NC | 2017-2019
The largest B2B payment network in the US, serving more than 5,500 customers and 400,000 supplier nationwide

Staff Technical Writer, Documentation Manager- Responsible for continuous improvement of the technical content and software documentation experience for SAAS products. Responsible for defining, documenting, prioritizing, and communicating requirements throughout all stages of the content lifecycle. Leads and sets the technical content strategy and implementation, improving in-product help content, user onboarding, end-user and developer documentation, and technical knowledge base for new and existing digital products.
- Built and scaled the first digital knowledge base as a technical content delivery solution to organize and manage over 350 content assets and end-user documentation
- Defined the vision and strategy that shaped how end-user documentation is delivered working closely with Engineering, Product Marketing, Sales, Support, and UX Design teams to develop standards, guidelines and workflows for technical communications
- Developed, trained, and grew a team of three technical writers to deliver best in class documentation across the technical content ecosystem
- Created the technical communications content strategy to drive the creation and management of help content, tutorials, user guides, knowledge articles and best practices to ensure the success of our users
- Increased NPS and CES scores through writing, managing, and maintaining end user documentation which enhanced the user experience, improved problem resolution time, and decreased call center volume by 10%

EDUCATION

Master of Science, City & Regional Planning, 2010
The Ohio State University
Bachelor of Arts, Political Science, 2006
Delaware State University

DOMAIN

- Ecommerce
- Financial Services
- Financial Technology
- Marketing Technology

EXPERTISE

- CAAS - Content -As-A-Service
- Content Intelligence
- Content Personalization
- Product Storytelling
- Content Delivery Process and Workflows
- Enterprise Content Governance Model
- Consumer Notifications/ In Product Messaging Strategy
- Information Management
- Content Lifecycle Management
- Content Delivery Solutions
- Technical Writing
- Developer Documentation
- End User Documentation

METHODOLOGIES

- Agile SCRUM Methodology
- Lean Software Development
- Design Sprint
- AARRR Metrics
- Assumption Modeling
- Opportunity Solution Model
- Customer Journey Mapping

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WELLS FARGO - CHARLOTTE, NC | 2015-2017

Provider of banking, mortgage, investing, credit card and personal, small business and commercial financial services

Content Strategist – Responsible for quality assurance content audits on UI content, content design and experience recommendations for optimizing the customer experience to meet functional requirements, organizational goals and user needs across authenticated platforms. Collaborated with a team of UX visual designers, developers, business analyst and interaction designers to ensure all digital assets are consistent, accurate, and represented appropriately

- Created and maintained complex UX documentation, covering a large number of use cases, user stories, and content scenarios to support new and existing features to ensure strategic success of digital initiatives
- Led process enhancement and training of other content strategists on baselining all product messaging to create and maintain consistency across multiple products and interfaces to align product content

NOVANT HEALTH - INDIAN LAND, SC | 2015-2015

Leading healthcare provider with 15 hospitals and more than 350 physician practices offering advanced medical treatments

Knowledge Base Administrator/Information Architect - Responsible for administration and design of the Service Now knowledge base management system of the IT business unit.

- Led the project team responsible for information architecture, content management research and analysis of metadata, taxonomy, and popular keyword metrics using analytics and SEO best practices
- Implemented designs, recommendations, and enhancements based on user needs and expectations for CMS/SRM translating these requirements into site maps, workflows, user journey maps and task analysis to improve the overall navigation, quality and experience of the site.

BAKER HUGHES INTERNATIONAL - TOMBALL, TX | 2014-2015

General Electric (GE) subsidiary and a full stream oil and gas company inventing smarter ways to bring energy to the world

Senior Technical Writer - Managed document quality assurance and document control for digital documentation and internal communications for the global pressure pumping department.

- Managed intranet SharePoint site, driving the strategy and vision for the platform. Managed all technical, functional and business requirements for the platform.
- Identified opportunities and gaps for the product roadmap. Developed and prioritized functional requirements for new or revised features or enhancements on the SharePoint platform
- Prepared, revised, edited and managed enterprise site content and CMS workflow on the SharePoint platform to increase documentation usage, adherence and engagement in company's global online community

CONOCOPHILLIPS - HOUSTON, TX | 2013-2014

Multinational energy corporation focused on developing and producing crude oil and natural gas

Technical Writer - Responsible for formatting and editing various major engineering project documentation into cohesive and consistent packaging

- Gathered requirements from SMEs to edit and format approximately 300 pages per five working days with accuracy and proficiency

PERSONAL TRAITS

- Diplomatic
- Influencer
- Visionary
- Empathic
- Analytical
- Solution Driven/ Problem Solver
- Outcome Driven
- Lifelong Learner
- Experimental
- Curious
- Collaborative Nature/ Team Player
- Emotional Intelligence
- Process Oriented

SOFTWARE SKILLS

- Adobe Experience Manager
- ClickHelp
- Jira
- Confluence
- Contentful
- Trello
- WordPress
- SharePoint
- Shopify
- Squarespace
- InVision
- Figma
- Axure
- Omnigiraffe
- GatherContent
- Aha
- Qualtrics
- Hotjar Analytics
- Slack
- Airtable
- Webflow