Kira Starzynski

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EXPERIENCE

K-Star Communications
▷ **Owner and Content Writer** April 2023 - Present

- Manage business operations and deliverables for a diverse client base across multiple sectors, such as: tech, life sciences, small businesses, and non-profits

Salesforce
▷ **Staff Writer** April 2020 - January 2023
▷ **Senior Writer** December 2017 - March 2020

- Developed content strategy & copy for multiple Sales Cloud features & cross functional projects: UI & API labels, in-app help, release notes, admin, developer, & user help, video tutorials, developer guides, Trailhead courses, & community posts (All content written for inclusivity, localization & internationalization)
- Reviewed UI text & workshop complicated requests for other Sales Cloud writers to ensure consistent style & UX flows across features & adherence to Salesforce's Lightning Design System
- Project lead for Sales Cloud writing team focused on resolving documenting functionality gaps between Salesforce Classic and Salesforce Lightning across a variety of product areas, which required collaboration of writers & PM team to update documentation & project processes
- Designed & led "How Empathy Can Improve Your Writing" workshop based on mindfulness & design thinking methods (40 participants in-person/remote & recording shared with 150+ team)
- Created & presented "Working with Content Writers" workshop that began with an exercise to cultivate empathy from cross-functional partners, including developers, scrum masters, UX designers, & product managers that significantly improved collaboration & awareness of documentation processes & eliminated undocumented features in future releases
- Co-creator & writer for Who's Who CCX series to facilitate relationship development across the team by interviewing writers & publishing 500-700 word biographical essays with photos
- Co-founded a group to improve writer processes within the agile framework
  - Produced collaboration training guide & added UI text status field to user story bug template
  - Lead partnership with UX design to enhance collaboration & communication between teams

Google (via Synergis)
▷ **UX Writer & Content Strategist** January 2017 - November 2017

- Wrote UI content, shaped user-focused UI flows, product launch/marketing copy, & user guides for 5 new tools
- Conducted content-focused user studies to improve content architecture & word choice
- Restructured/revised content for 3 internal sites, reducing up to 50% of visual clutter

Google (via Zenith)
▷ **User Education Writer** November 2015 - November 2016

- Managed user help centers for multiple products, including Google Drive & Google Earth, with +10 million monthly active users using Google's internal CMS Redwood
- Developed content focused on user tasks/use cases, SEO, UX data, & Google style guidelines
- Streamlined Google Drive help content by 40% while increasing findability, resulting in +19% pageviews & +16% user help rate

US Bank

▷ **Content Writer** April 2014 - October 2015

- Created marketing copy, in-app help, external user guides, & client communications around user experience, new products, & newly supported technologies for ~2,000 financial clients
- Managed contract writers through peer editing & project communications plan

▷ **Product Manager** December 2010 - April 2014

- Planned, conducted, & analyzed UX research via surveys, task analysis, & application data to develop targeted enhancement requirements
- Technical lead for 2+ year project that consolidated 2,000 clients into one application that managed billions of transactions & 100K transaction disputes monthly
- Trained users on new processes for internally developed software used in dispute processing

SKILLS

WRITING: App content · Copywriting · Ghostwriting · Grant proposals · Information architecture · Peer editing · Product marketing & support · Scriptwriting · SEO · Storytelling · Style guides

UX: Android/iOS/Web · Data analysis · Design systems · Empathy mapping · Internationalization · Localization · Onboarding flows · Prototyping · Research · UAT/QA testing · User journey optimization

LEADERSHIP: Event planning · Peer motivating · Problem solving · Public speaking · Stage Management

TOOLS: Content management systems (Google Redwood; Oxygen XML) · CSS · Defect tracking systems · DITA · G Suite · HTML · MS Office · Perforce

EDUCATION

Salesforce Talent Development
Cultivate Equality · Multipliers for Managers · Fearless Teaming

General Assembly
Intro to UX Design · Tech & Hustle: Run Your Business Anywhere

Slippery Rock University
B.S. Professional Writing
Marketing minor
2004 - 2008

Summa cum laude, SRU Honors Program & Scholar

EXTRAS

Equality Champion
Certified promoter of inclusion & diversity through Salesforce's Office of Equality

Who's Who Writer
Co-organizer & writer for biography series that highlights individuals across the ~200 content writers at Salesforce

UI Text Reviewer
Peer edit UI text across features to ensure consistent style & advise on UX at Salesforce

Toastmasters International
Member, VP of Marketing
2010 - 2013