

Holly Poulos

Writer and Editor

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SUMMARY

Highly organized and meticulous writer, editor, and instructional designer. Experienced in developing and writing technical, educational, and marketing content. Skilled at technical editing and improving readability of complex materials for mainstream audiences. Expert in the AP Stylebook and at conducting developmental, line, and copy edits.

PROFESSIONAL EXPERIENCE

The Walt Disney Company (contract via Mainz Brady Group) | February 2025–Present

Technical Writer (full time)

- Develop and maintain accessible product documentation, FAQs, tutorials, and user guides that explain features, functionality, and troubleshooting steps for the CMS, identifying and addressing common user concerns
- Author clear and concise instructional content tailored to a diverse audience, simplifying complex technical concepts into understandable language for non-technical users while maintaining depth for advanced users
- Collaborate with product managers, operators (internal and external), designers, and engineers to ensure consistent terminology and user-center language
- Craft UX copy for internal tools and the Content Management System, focusing on usability and consistency

Association for Supply Chain Management | January 2019–Present

Freelance Content Marketing Writer/Ghostwriter; Copy Editor (part-time)

- Pitch and write feature articles and blog posts from original interviews with industry experts and in-depth research in the fields of supply chain, economics, and education
- Ghostwrite weekly blog posts and other content marketing materials featuring timely topics in supply chain
- Copy edit articles using Microsoft Track Changes and AP style; proofread final galley proofs in Adobe Acrobat

Google (contracts via staffing agencies: Synergis IT/Creative & Adecco) | September 2017–February 2025

Instructional Designer/Technical Editor (full time) | September 2021–February 2025

- Designed and developed hundreds of hours of interactive instructional content for wide-ranging programs: Google Registered Apprenticeships, Applied Digital Skills (global reach: 1M+ users), Google Career Certificates (2.5M+ enrolled learners), and Grow with Google OnAir streaming workshops, designed to prepare adult and middle-/high-school learners with digital, technical, and creative skills for in-demand careers and continuing education
- Integrated project-based learning approaches with video delivery to teach AI, cybersecurity, Google Workspace, data analytics, cloud services, UX design, and college and career readiness
- Consulted with Google subject matter experts (SMEs) to maintain high standards and accuracy of content
- Identified and recommended new processes and methods for addressing skill and knowledge gaps; scoped curriculum for new projects, identified learning objectives, and evaluated assessment needs
- Collaborated with technical project managers, developers, marketing team, lead instructional designers, and other stakeholders to improve learner engagement, increase retention, and refine style guide

Developmental Editor/Technical Writer (full time) | September 2017–September 2019; April 2020–September 2021

- Developed, researched, and wrote original educational content for the Google Career Certificate in UX Design (1M+ enrolled learners; 4.8/5-star rating), including curriculum, syllabus, and video scripts, to further adult education in workplace skills; acted as key member of the writing team, from initial development to launch; collaborated on more than 350 content videos; audited material to ensure quality and consistency
- Distilled complicated concepts into actionable content and learning objectives for diverse learners
- Wrote, copy edited, and provided substantive edits on original scripts for over 50 project-based video lessons teaching digital skills; maintained Google's voice and tone; optimized for SEO
- Assisted team in creating and publishing over 80 web-based lessons in 12-week sprint

- Contributed to the customization and scaling of content across educational audiences, including libraries, community colleges, and universities; focused on inclusivity by creating equitable and accessible resources
- Planned and executed email marketing campaigns, including selecting content, writing copy, and consulting on subject matter; contributed to a 46% increase in new customer sign-ups YOY in 2019

MJH Life Sciences | November 2019–April 2020

Copy Editor (full time)

- Copy edited, proofread, and fact checked magazine features, marketing materials, and creative collateral, in Microsoft Word and Adobe Acrobat, using AP and AMA Styles; followed Agile/Jira project management

Fisher College | August 2017–June 2024

Senior Adjunct Instructor, Communications; Division of Graduate and Professional Studies (part-time)

- Taught part-time and mentored Boston-based and international undergraduate students in the field of communications: Provided reading and discussion materials, managed classroom discussions via Blackboard, hosted lectures over video conference, and assigned and graded original student work

Pearson Education/Sandbox Networks | May 2006–December 2016

Senior Editor, TeacherVision.com (full time) | 2015-2016

- Published a website with 22K content pages, 1.1M monthly visitors/8M views; proofread all new content, editorial and marketing newsletters, and press releases for clarity and grammar, following in-house style
- Devised editorial calendar outlining features for website, newsletters, and SEO to increase website traffic
- Remotely managed internationally located contract employees' and interns' projects, daily tasks, and schedules; delegated assignments to free up staff workload; and mentored interns to increase their knowledge of the company and industry
- Created technical documentation and training guides; directly trained interns, editors, and marketing specialists on producing newsletters, building new and editing existing webpages, and using a content management system and other tools
- Led QA and functioned as website expert while assisting in the management of major migration onto new CMS and information architecture system
- Increased newsletters' mobile readiness by managing two redesigns: Created editorial requirements and collaborated with Design and Marketing departments to implement responsive design and restructuring
- Reported website bugs via JIRA Project Management; used Agile methodology to assign and follow tasks

Content Editor/Web Content Specialist, TeacherVision.com & Infoplease.com (full time) | 2006-2015

- Pitched, researched, and wrote original articles, lesson plans, newsletters, and other content in HTML following in-house style guide, SEO, and internet best practices
- Grew circulation of email newsletter from 460K in 2010 to 556K in 2015; conducted A/B testing for optimization; edited for proper use of HTML and CSS

EDUCATION

- **Master of Professional Writing (MPW)**, *magna cum laude*, Chatham University
- **Bachelor of Arts (BA), English**, Minor in Creative Writing, *cum laude*, College of Charleston, Honors College

SKILLS

Technical writing | Technical editing | UX writing | Content writing | Ghostwriting | Copy editing | Developmental editing | Proofreading | CMS (incl. Drupal) | Google Workspace | Email marketing | SEO | AP Stylebook | Chicago Manual of Style | HTML | Frame.io | Microsoft Office | Adobe Acrobat | Blackboard LMS | Oracle Responsys | Agile | Slack | Jira | Remote work | Mentoring | Training | Teaching