

Jennifer Walker

COPYWRITER ~ TECHNICAL WRITER



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CAREER SNAPSHOT

Some writers are technical, while others are creative—and then there’s me. I write about technology products and topics from both the technical and marketing communications perspectives. My recent projects: enterprise IT solutions for Dell EMC, memory and SSDs for Micron Technology, and consumer computing and corporate programs for HP. I’ve also written about software, healthcare, and tourism.

I love learning new industries (who doesn't need more acronyms in your vocabulary?!) and meeting new people (even if only virtually).

EDUCATION

M.A. | English

Louisiana Tech University
4.0 GPA

B.A. | Journalism

University of Louisiana at Monroe
3.8 GPA

A.A. | Mass Communication

Pensacola State College
3.5 GPA

CAREER HISTORY

Digital Experience Copywriter | Remote Contractor via Direct Images Interactive | 10/16 > 2/18
HP.com Global Digital Experience team

Online/Marcom Copywriter | Remote Contractor via Aquent Staffing | 2/14 > 10/16
Dell EMC, Dell Enterprise Solutions Group (ESG), & Dell Business Digital Marketing industry verticals

Senior Technical Writer | Safran MorphoTrust USA | 6/13 > 2/14
Universal Enrollment Services (UES) Agile software engineering group serving TSA/DHS

Technical Writer III/Marketing Publications Writer | Micron Technology | 8/08 > 6/13
DRAM Applications Engineering & Corporate Communications/Marketing groups

Web Content Manager | MPC Computers (now defunct) | 3/08 > 8/08
IT hardware & computing manufacturer

Information Developer | Aquent Studios (formerly Sakson & Taylor) | 9/07 > 3/08
Technical communications consulting firm serving HP Printing & Imaging

Lead Content Author | Crucial Technology/Lexar Media (divisions of Micron Technology) | 9/04 > 9/07
Memory products direct e-commerce site

Technical Documentation & Curriculum Developer | McKesson APS (now defunct) | 9/02 > 9/04
Pharmacy automation manufacturer

Information Developer | Sakson & Taylor (now Aquent Studios) | 9/00 > 9/02
Technical communications consulting firm serving HP Printing & Imaging

Communications Coordinator | Alaska Travel Industry Association | 10/98 > 9/00
Non-profit, member-based tourism trade/lobbyist group

SKILLSETS

Audiences

Consumer **end users** • **Enterprise IT professionals** & IT decision-makers • **Design engineers** for embedded, wireless, automotive, industrial, medical, military, end user computing, high-performance computing (HPC), networking, & consumer applications • **Software developers**, system engineers, field enrollment agents, Transportation Security Administration (TSA) representatives, & transportation workers • **Field services technicians** & pharmacy technicians • **B2B customers, B2C end consumers**, PC gamers, **channel resellers**, white-box builders, OEMs, affiliates, & trade-show attendees • Member businesses, public, prospective visitors, news/travel media, policy-makers, board members, & special-interest groups

Products

Enterprise solutions including storage, servers, all-flash arrays, converged IT, cloud computing, networking, & mobile solutions • **Consumer computing products** including PCs, laptops, printers, & scanners • **Consumer memory/semiconductor products** including RAM upgrades, SSDs, USB flash drives, flash cards, & graphics cards • **Commercial memory/semiconductor solutions** including NAND & NOR flash, DRAM components & modules, multichip packages (MCPs), phase change memory (PCM), hybrid memory cube (HMC), Automata massively parallel processing, solid state drives (SSDs), FLCOS microdisplays & light engines, LEDs, & photovoltaic solar panels • **Software/hardware solutions** including biometric secure credentialing systems for the Department of Homeland Security (DHS)/TSA • **Pharmacy automation** including pill-counting scale, pill-dispensing cabinets, & robotic pill-dispensing unit

Subject Matter

Enterprise IT industry verticals for retail, government, education, healthcare, energy, financial services, telecommunications, & manufacturing/IoT • **Tourism** market research, destination marketing, legislative action, taxation, government-agency policy, infrastructure, natural-resource management, & economic/environmental impacts • **Corporate** persona/program pages

Deliverables

SEO-optimized web content for outbound marketing on HP.com, Dell.com, DellEMC.com, DellWorld.com, PowerMore.com, Micron.com, Crucial.com, Lexar.com, MPC.com, AlaskaTIA.org, & other online destinations, including product/model description pages, e-commerce sites, campaign landing pages, technology articles, blogs, banners, infographics/bite-sized assets, customer emails, & metadata • **Marketing print collateral** (in Adobe InDesign) including ads, trade show kits, brochures, & product packaging • **Technical documentation** (in XML/DITA/CMS & FrameMaker + Adobe Illustrator + web CMS) including data sheets, technical notes, user guides, getting-started guides, multilingual installation guides, service manuals, technical services bulletins/engineering guidance briefs, software release notes, SOPs, GUI mapping, QA testing, & training materials • **Sales enablement collateral** (direct/OEM/disti/channel) including customer emails, flyers, & banners • **Social media posts** for Twitter, Facebook, & LinkedIn • **Technical marketing content** including white papers, case studies, technical marketing briefs, engineering conference papers & PPT presentations • **Public/media/government relations communications** including press releases, newsletters, annual reports, editorial articles, legislative position letters, & special-events collateral

Certifications

Dell SEO-certified & Dell Social Media & Communities (SMAC)-certified