

WRITING AND EDITING PROFESSIONAL

Navy Veteran and results-driven leader experienced in creating content to support the implementation and use of digital products. Combines expertise in technical writing, video creation, project management, empathy, and storytelling to work with cross-functional teams and transform customer interactions into valuable content. Experienced in developing written and video content in collaboration with multiple teams. Committed to supporting product adoption and customer education, aiming to streamline customer queries with effective documentation and training. Skilled in cultivating relationships with subject matter experts at all levels, providing strategic guidance, and delivering comprehensive communication plans. Expert in identifying gaps in existing documentation and strategizing improvements. Possesses superior writing skills, capable of explaining technical concepts to diverse audiences. Quick learner of new technologies with exceptional teamwork skills, comfortable defining new documentation processes.

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| • Multilingual | • Deep Work Practitioner | • Digital Creative |
| • Plans Policy | • Training and Development | • Team-Oriented |
| • Interpersonal Skills | • Quality-centric Productivity | • Strategic Thinking |

PROFESSIONAL EXPERIENCE

Peraton | Linthicum Heights, MD | Hybrid | SECRET Clearance **2024 – Present**
Deliverables Manager & Senior Technical Writer / Editor

- Authors and maintains contract deliverables and technical documents in support of the Peraton Program Management Office (PMO) and serves as the primary Quality Control (QC) point of contact for reviews in a dynamic, multi-million-dollar GSA contract.
- Adapted to shifting product strategies and partner priorities by quickly re-prioritizing and updating technical documentation for a rapidly evolving GSA contract, resulting in a 25% faster submission time for new deliverable features.
- Led the creation and implementation of documentation standards and templates for a suite of contractual delivery products, ensuring consistency and quality across 50+ technical documents, which streamlined the writing process and reduced review time by 30%.

wellnessaudrey LLC | Remote **2024 – Present**
Health & Wellness Creator & Coach (June 2024-present)

- Nutritional counseling, one-on-one personal training, lifestyle consulting, life coaching.
- Grew @wellnessaudrey (now @audreylandrade) Instagram following by 25% in organic growth within three months. Established Partnerships with Sky & Sol, Barry's Bootcamp, and Get-Base.
- Edits health and wellness copy for social media accounts and Medium digital publication, implementing best SEO practices and data analytics processes.

Modus Operandi Inc. | Melbourne, FL **2022 – 2024**
Account Manager

- Successfully managed PartnerMatch account, the first commercial product launched by Modus Operandi.
- Led the implementation of PartnerMatch, which enhanced client satisfaction and drove a 11% increase in revenue. Created content for product video tutorials through an iteration of company and stakeholder input and video editing.

Senior Technical Writer & Proposal Manager

Secured \$11M in awarded proposals for FY23 by spearheading submissions within the business development team, achieved within the first 10 months. Increased proposal submission rate by 68% through a formal Shipley review process.

- Enhanced cross-team collaboration by leading a rigorous technical interview process. Edited and optimized technical content for various media channels, ensured clarity and accessibility through print materials, scripted voice content, email, websites, and other electronic platforms.
- Ensured compliance with Section 508 by editing technical materials to meet readability and accessibility standards through collaborating with subject matter experts and industry professionals.
- Edited and reviewed job / training aids and guides. Broke down complex terms and concepts into accessible bite-size pieces.
- Managed and collaborated with 2-3 editors and provided guidance and direction for print and digital strategy and execution. Ensured that content presented the voice and personality of the company.

- Planned and prioritized daily support by providing recommendations for draft policy guidance and prepare technical documentation, white papers, formal correspondence, briefings with customers, & support documents. Reviewed/edited documentation for accuracy, clarity, and consistency.

Copywriter & Social Media Manager

Revived LinkedIn and Facebook presence boosted leads by 37% through targeted content and engagement strategies. Established a marketing team within two months, resulted in a 25% increase in social media traffic; utilized Salesforce for opportunity management and tracked media campaign performance on a monthly and quarterly basis.

- Created and designed marketing materials, including whitepapers and banners with a consistent brand voice that conveyed brand tone and messaging. Coordinated with cross-functional teams to ensure cohesive content strategies.
- Led email marketing campaigns that secured three \$1M engineering services contracts by implementing strategic press releases and targeted outreach efforts. Collaborated with development teams to implement content strategies, ensuring alignment with SEO principles and brand guidelines. Edited and fact-checked outgoing content.

UX and Graphic Designer (2023 – 2024)

Selected as UX Designer for three \$2 million contracts with the Army and Air Force, delivering high-impact design solutions and meeting project objectives on time and within budget.

- Managed creative requests from primary and secondary stakeholders, ensuring user-centric design outcomes and improving user satisfaction by 40%. Led cross-functional teams to design and implement dashboards, achieving a 20% reduction in task completion time for end-users.

U.S. Navy | Various Locations

2015 – 2022

Technical Writer & Cross-Team Program Manager

Served as liaison for a three-star general, facilitated cross-branch integration with the Marine Corps into the U.S. Navy's Tomahawk Missile Program. Delivered technical training to 300+ personnel and managed stakeholder engagement, enhanced inter-agency collaboration.

- Recognized for outstanding program management and execution of international military exercises, including quality assurance for training and maintenance programs; achieved the highest inspection scores in the Pacific Northwest.
- Directed 300 Sailors in enterprise-wide emergency response training, resulted in a 20% improvement in readiness scores and exceeded inspection benchmarks across four major inspections within eight months.
- Developed and implemented a standardized project management system that reduced project delays by 30%, established clear communication channels, and improved overall departmental efficiency by 25%.
- Authored and edited engineering instructional procedures and enterprise-level documentation resulted in a 15% increase in operational compliance and reduced error rates across the department.
- Developed and implemented a standardized operating procedural documentation for technical and non-technical audiences. Developed, organized, and delivered technical training programs and documentation for cross-branch integration. Implemented improved After-Action Report (AAR) documentation and submission.

VOLUNTEER EXPERIENCE

eLLe Global Woman Digital Magazine | Remote

2022 – Present

With over 10 hours per month dedicated to volunteering as a columnist, I address critical health crises and advocate for impactful lifestyle changes through engaging and informative content. Experienced in crafting educational articles that resonate with women and inspire them to prioritize their well-being.

Anglers for Conservation | Melbourne, FL

2022 – 2025

In my role as Lead Writer/Editor for educational and community outreach grants, I implemented SEO practices that increased website traffic by 38%, resulting in a 14% increase in volunteers. I leveraged tools like Google Analytics to inform design and optimize SEO strategies, ensuring that our outreach efforts effectively engage the community and drive participation. My work has directly supported the growth of our volunteer base and expanded our impact on local environmental preservation efforts.

EDUCATION | TRAINING

Master of Business Administration | Drexel University | Philadelphia, PA | 2024

Bachelor of Science, English | United States Naval Academy | Annapolis, MD | 2015

APMP® International | APMP® Bid and Proposal Management | Shipley

mindbodygreen | Functional Nutrition Coach

Google | Project Management Certificate

Google | User Experience Design Certificate

TECHNICAL COMPETENCIES

Software: Microsoft Office Suite 365 | Google Docs | Canva | Figma | Jira | Confluence | Salesforce | Sharepoint | Wix and Squarespace Content Management Systems (CMS) | Vultron AI | ChatGPT

Operating Systems: Mac | Microsoft Windows

Languages: Spanish | Italian | Portuguese | HTML | CSS