

# Allana Jackson

technical content strategist | business intelligence engineer | developer advocate

[Website](#) | [Email](#) | [LinkedIn](#)

## SUMMARY

Inquisitive Senior Technical Writer with 7+ years of success owning documentation approaches and standards to craft compelling, user-centric content that converts. Adept at navigating intricate stakeholder ecosystems, shaping cohesive narratives, and distilling complex technologies into crystal-clear prose. A diligent communicator with a talent for synthesizing requirements, developing scalable frameworks, and balancing information architectures. Poised to use language as a tool to launch product offerings from 0 to 1 and raise the bar for product engagement.

## PROJECTS & HIGHLIGHTS

- **SWAT Team.** Handpicked to sit at the communication nexus of Domino's latest proprietary POS rollout.
  - Leveraged success metrics to weave engaging solutions and guide Stores through NextGen Pulse orientation, securing 100% onboarding in 3 sprints.
- **Interactive Innovation.** Championed the conceptualization, content strategy, and writing of an immersive, interactive intro, or "What's New in the New Search Ads 360 Experience" subsection of the help center.
  - Published a series of [support articles](#) for the Intro capsule, many soaring to "30 clicks from Google Search in 28 days."
- **Payments.** Wrote and localized abstract overviews, intuitive task based tutorials, and tooltips for the first self-service payments tool on a SA 360 ad platform in 51 global languages.

## KEY COMPETENCIES

Agile & Iterative Delivery · Technical Proficiency · Content Strategy & Information Architecture · Version Control & Tools · Cross-Functional Collaboration · Visual Communication · User-Centric Focus · Problem-Solving · Localization & Global Documentation

## EXPERIENCE

### DOMINOS TECHNOLOGY, *Remote*

11/23- 12/24

#### SR. TECHNICAL WRITER

Wrote creative copy to convert, tactical release notes, guided walkthroughs, and workflows to communicate the strategic value and performance of NextGen Pulse (POS).

- Optimized content discoverability by authoring over 40 new topics organized around user needs, improving navigation and reducing user search time.
- Generated Cloud Native Environments (CNEs) to triage UI bugs, and revise content, plummeting errors by 29% over 2 quarters.
- Liaised with cross-functional teams (Product, Dev, UX) using Agile development to gather technical details, scope, and code cutoffs ensuring product alignment.
- Managed requirements and milestones with JIRA epics and stories for Inventory, SWAT, Labor, and DevOps.
- Developed and maintained code samples in Python and JavaScript over for 11 code changes.
- Designed interactive tutorials and visual aids (e.g., Figma designs, decks) to capture interface enhancements, explore behavioral changes, and communicate.
- Streamlined documentation workflows using Git and Confluence, reducing content delivery time and ensuring version control across all platforms.
- Led peer reviews and provided constructive feedback to 2 junior technical writers, and guidance on best practices, tools, and style guides, ensuring consistency across all documentation and improving team productivity.

### GOOGLE, *Remote*

11/20-03/23

#### TECHNICAL WRITER II

Articulated over 300 [browseable artifacts](#) for Campaign Manager 360 and the New Search Ads 360, elevating product knowledge for advertisers and partners. Cultivated simplified, user-friendly instructional materials as Amalgam team leader to influence and optimize social, search, and shopping campaigns.