

# Sofia Martinez

## Senior Technical Content Strategist

I am a seasoned senior technical content strategist with over ten years of experience guiding technical writing teams and developing comprehensive content strategies. I combine deep technical expertise with creative communication skills to drive user engagement and improve product documentation.



### EDUCATION

BS in English | San Jose State University, San Jose, CA – Graduated May 2009

MS in Professional Writing | San Jose State University, San Jose, CA – Graduated May 2011



### KEY SKILLS

- Content Strategy Development
- Team Leadership
- User-Centered Documentation
- Cross-Functional Collaboration
- Performance Analysis



### PROFESSIONAL EXPERIENCE

#### Senior Technical Content Strategist

InnovateDocs, San Jose, CA, | August 2012 – Present

- Developed and executed content strategies that improved documentation quality and user engagement by 30%.
- Led a team of 12 writers to produce and maintain technical content for multiple products.
- Analyzed content performance and implemented improvements that reduced revision cycles by 25%.

#### Technical Content Writer

TechEdge Solutions, San Jose, CA, | June 2009 – July 2012

- Created detailed product documentation and user guides that enhanced user understanding.
- Collaborated with product and engineering teams to ensure technical accuracy.
- Assisted in implementing content management systems to streamline documentation.



### CERTIFICATIONS

- CPTC
- Certified Content Strategist