

Franchesca Davis

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High-performing Technical Writer, Editor & Content Manager leveraging 13+ years of experience to drive cross-collaboration, influence content strategy, and seamlessly deliver results. Consistently recognized as a top performer with a knack for creating order out of chaos through a blend of subject matter expertise and strategic thinking. Demonstrated ability to navigate ambiguous situations to meet challenges with flexibility and positivity while adding value through standardization, clear communication, and innovative process improvements.

Key Accomplishments

- Established an editorial service for a 1000+ member global security team at Google with a 98% on time delivery service level agreement (SLA), while ensuring content met high-quality standards and aligned with business goals
- Expanded the editorial services at Google to include high-level strategic engagement with stakeholders on larger initiatives and requests, completing several complex stakeholder websites and vendor-training series
- Promoted to Senior Technical Writer & Editor at Google based on performance after two and a half years
- Wrote Python scripts to analyze 2M articles at ProQuest, increasing production speeds while identifying causes of content discrepancies and improving content quality
- Created editorial calendars to track progress and delivery of over 2M articles, 14K compilation histories, and 116 Congress history essays at ProQuest
- Successfully managed a diverse team of nine editors at ProQuest with a proven track record of providing coaching, feedback, and professional development opportunities to team members

Work Experience

Google, Feb 2020 - Apr 2023

Senior Technical Writer & Editor, *Global Security & Resilience Services (GSRS)*, Oct 2022 - Apr 2023

Technical Writer & Editor, *GSRS*, Feb 2020 - Sep 2022

Established and managed the GSRS editorial program, providing writing, editing, and content management support in a fast-paced and dynamic 1000+ member global security organization.

- Received “Exceeds Expectations” and “Significantly Exceeds Expectation” ratings (top 10-20%) throughout tenure
- Defined GSRS’ content strategy and led the GSRS Service Level Maturity program, working with senior leadership to identify, align, edit, and publish 230 security governance documents across GSRS
- Drove organizational effectiveness by establishing strong cross-functional relationships throughout GSRS, working with subject matter experts (SME) to write accurate, concise, and approachable security content
- Developed, launched, and managed the editorial process and workflow – including overseeing the work of multiple writers – to manage documents, track deadlines, and ensure alignment to editorial standards
- Partnered with SMEs to write, edit, and publish user manuals, playbooks, processes, standard operating procedures, and trainings, utilizing images and clear technical descriptions to ensure understanding by end user
- Wrote the *GSRS Style Guide* and created 20 templates to standardize document formats and the GSRS voice, providing a comprehensive guide for all documents and elevating document quality throughout the organization
- Led ISO 22301 Business & System Resilience auditors through the content management system (CMS) during the certification process and annual recertification, demonstrating compliance to all ISO requirements
- Owned document governance and content management by administering GSRS’ CMS, including defining system requirements, prioritizing technical sprints, tracking version history, and implementing taxonomy best practices
- Designed and launched an editorial team website, increasing editorial service use by 139% quarter over quarter
- Audited GSRS’ document catalog to identify key areas of documentation improvements and gaps in the information architecture; Initiated technology requests and created a project roadmap to streamline content
- Wrote, researched and edited technical security documentation, including analyzing data and target audience to determine appropriate syntax, style, and format to create easy-to-consume and clear content
- Collaborated with multiple teams to align on best practices and perform editorial reviews of all GSRS COVID-19-related documents and dashboards; Edited playbooks in preparation for the U.S. vaccine policy launch

ProQuest, Jul 2010 - Aug 2019

Content Supervisor, *Regulatory Insight, Legislative Insight, Congress in Context*, Mar 2016 - Aug 2019

Directed editorial team operations – including content ingestion, editorial strategy, workflows, and on-time content delivery – of three government research products based on U.S. public laws and regulations.

- Developed editorial standards and CMS workflow processes based on metrics and data analysis; Owned final judgment calls on content inclusion based on data requirements, customer needs, and project deadlines
- Oversaw information architecture, metadata, and indexing strategies for three government products ensuring optimal user experience
- Created landing pages, wrote UX content, and managed updates to encourage customer engagement
- Wrote editorial style and research guides used by 45+ employees for four government information products
- Helped to achieve 110% of yearly sales goal in July 2019 by responding quickly to customer requests and maintaining high-quality standards

Lead Content Editor, *Executive Branch Documents*, Jul 2014 - Mar 2016

Managed daily operations of the editorial team, performing editing, accuracy checks, and quality audits for five editors.

- Responsible for editorial workflow, overseeing production, and delivery of 2.5K digital academic records per week
- Continuously updated and maintained editorial rules based on editor and customer feedback to streamline processes and ensure all records followed ProQuest style and tone while adhering to grander scope of project
- Proactively identified issues with content to define and initiate requests for technology improvements in content pipelines, systems, and databases; Assisted in the creation of requirements for new CMS tool

Lead Content Editor, *Congress in Context*, Jan 2013 - Jul 2014

Content Editor, *Legislative Insight*, Jul 2010 - Jul 2014

Created, edited, and enhanced U.S. public law legislative histories for inclusion in digital and print products.

- Designed and implemented the Congress in Context workflow and maintained production schedules; Defined content strategy and ideation, including possible future development of the content
- Created high-quality content with thorough proofreading, editing, and quality control checks
- Researched and wrote U.S. history articles for inclusion on ProQuest platforms, ensuring content was on-brand and kept with ProQuest editorial voice

Technical Skills

Proficient: XML/DITA-based authoring tools; Content management systems (WordPress, Wix, Confluence, etc.); AP, Chicago, and MLA styles; Agile project management; Adobe Creative Suite; HTML/CSS; Microsoft Office Suite; Google Suite and Analytics; Buganizer, JIRA, Asana, Salesforce, and Workfront; Sublime Text; Command line; and DSLR Camera

- Extensive experience in creating requirements for CMS platforms, validation tools, information architecture, and implementing SEO/taxonomy best practices
- Thorough understanding of data formats (TIFF, JPEG, GIF, PDF, HTML, etc.) and data delivery methods for digital content (FTP, Web, RSS, email)
- Knowledge of content markup languages (XML, HTML, Markdown)
- Working knowledge of Python scripting languages

Education

Rutgers University Newark, Newark, NJ

Master of Arts, English Literature, *GPA 4.0*

Award for Literary Excellence

Nottingham Trent University, Nottingham, England

Bachelor of Arts, Joint Honors in English and Media & Cultural Studies, *1st Class Honors*

Cadence Project Management Certification, Spring 2021

'Programing for Non-Programmers' and 'Python' courses with *One Month*, May 2017