

Christopher Borresen

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OVERVIEW

Seasoned Technical Writing Specialist with a rich background in content development, marketing, and sales. Poised and detail-oriented team member skilled at finding creative solutions to difficult process problems through exceptional communication and hard work.

EXPERIENCE

Hearing Help Express | Web Developer/Graphic Designer

12/2017 - 08/2019, DeKalb, IL

- Audited the digital marketing process to find opportunities to improve efficiency
- Rebuilt the company website from scratch using WordPress and WooCommerce to grow digital marketing revenue in a traditionally mail-order business
- Increased online sales by \$100,000 (33%) over one year
- Developed and implemented content strategy, including landing pages, blog posts, email campaigns, videos, and audio ads
- Researched keywords and wrote Google, Bing, and Verizon Media Ads to support company campaigns and product launches
- Reached targeted customers by writing content using SEO best practices and keywords to match personas

Coriant (Tellabs) | Technical Writing Specialist

03/2015 - 12/2017, Naperville, IL

- Researched, tested, and implemented new writing tools/paradigms to convert unstructured documents to DITA-based XML topics and maps
- Attended product and feature team meetings, negotiated content strategy and deliverable requirements
- Learned new ECO process as applied to documents, including building BOMs and developing MOPs for using SAP

Coriant (Tellabs) | Senior Technical Writer

07/2010 - 03/2015, Naperville, IL

- Provided documentation support to the new mTera program using single-source methodology
- Enhanced relationships with engineering and marketing teams to gather better use-case information on customer transport and data center technologies
- Created and maintained SharePoint and HTML sites to support review and storage of documents, and initiate collaboration with blended, international development teams
- Estimated, communicated, and met aggressive project deliverable dates to ensure timely completion with maximum accuracy for each release

Tellabs | Technical Writer

03/2006 - 07/2010, Naperville, IL

- Generated clear, concise documentation to support Tellabs 7100 and 5500 hardware and software, including product descriptions, procedural guides, software command references, and online help
- Worked with Corporate Communications to coordinate release of printed volumes
- Established relationships with key stakeholders to better understand project scope
- Adhered to our writing style requirements and quality process to ensure consistency and ISO compliance from release to release

Dun & Bradstreet | Relationship Manager

06/2001 - 10/2005, Naperville, IL

- Managed relationships in a portfolio of over 400 customers by consulting with all levels of management and presenting D&B solutions to uncover credit risk, marketing, and supply chain opportunities
- Interviewed, consulted with, and trained customers from a wide range of industries in best practices to reduce bad debt and achieve A/R goals
- Negotiated contracts totaling \$2.1 million annually and grew the portfolio by 3–6% each year
- Collaborated with product specialists and field sales team to organize and automate the A/R system of a growing beverage packager by leveraging the industry-leading Risk Assessment Manager software
- Led office in sales of cloud-based Risk Assessment Manager in 2002; first in office to sell Family Tree Finder software
- Penetrated multiple functional areas to present D&B quality story (DUNSRight) to open new opportunities in less traditional channels
- Helped to write queries and call campaigns in Siebel CRM

EDUCATION

Northern Illinois University | B.A. English

05/1993, DeKalb, IL

Harper College | A.A. Liberal Arts

05/1991, Palatine, IL

SOFTWARE

Adobe Technical Communication Suite (FrameMaker, Acrobat, Photoshop), RoboHelp, Audition, Audacity, MS Office, SharePoint, Visio, PTC Arbortext, Windchill, IBM Rational ClearQuest, DOORS, Jira, Wordpress, WooCommerce, BigCommerce, MailChimp, iContact, Slack, Basecamp