

Sharon N. Daugherty

BUSINESS & TECHNICAL COMMUNICATIONS SPECIALIST

Technical Writing • Brand Content • Structural Editing • Corporate Communications

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Creative, curious, and experienced writer and editor with over 20 years of experience developing original content that engages and informs readers while effectively promoting a brand message. Excellent research and interview skills, able to effectively leverage subject matter expertise. Understanding of audience analysis and SEO. Sharp and insightful editor, with a passion for developing up-and-coming writers. Outstanding aptitude for learning new things and translating complex information into easily digestible language.

Areas of Focus

Business Communications, User Support Materials, Health & Wellness Articles, Knowledge Management Content

Technical Proficiency

AP & Chicago style, MS Word, Excel, PowerPoint, SharePoint, Zendesk, Intercom, Visio, FullStory, ServiceNow, Confluence, Adobe Professional, QVidian, WebEx, Snagit, Snagit

Sharon can take a thought or an idea and translate it into an effective communication message. She has done an extraordinary job on creating documentation that earned her the respect of many. I highly recommend Sharon to a position that fits her knowledge and expertise where her work will make an impact to those that interact with her.

- Camille Habayeb,
Executive Managing Director, IG Solutions

Professional Experience

Freelance Writer & Editor

2015 – Present

Clients include: Perfect Snacks Company, Monday.com, Targetprocess Software, Centers for Disease Control, Coca-Cola Corporation, Georgia Technology Authority, DeKalb County Government, Thyssenkrupp Elevator

Publication Credits Include: CareerBuilder.com, Diversity Magazine, Recall 360 Magazine, The Los Angeles Times, Alive Magazine, The Black Collegian, Diversity Magazine, Balance Magazine, Healthy Aging Newsletter

- Write blog and long-form content for company newsletters, intranets, websites, and industry publications
- Assist senior leadership with crafting original communications, long-form articles, and eBooks
- Review, approved or reject article submissions by guest bloggers
- Perform substantive edits on blog articles written by in-house and guest bloggers
- Interview clients and subject matter experts
- Draft new case studies on highlighting successful client solution experiences
- Write, edit, and approve knowledge base articles for employee research
- Interview subject matter experts, document processes and maintained knowledge repository
- Create proposal narratives in response to private and government Requests for Proposals (RFPs)
- Develop user guides, standard operating procedures, release notes, and product descriptions

Senior Proposal Writer | Technical Writer | Internal Communications Specialist

2007 – 2015

Recall Corporation

- Led all proposal response efforts, including theme development, SME engagement, narrative writing
 - Developed APMP compliant proposal management process
 - Designed in-house RFP response repository for access by Business Development Team and Junior Writers
 - Developed Business Process Framework in as-is and future state to identify process improvements
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Education

Bachelor of Arts, Liberal Studies (Communications & Health Sciences), Arizona State University