

Karen Brothers

Technical Communicator

Technical communication professional with 15 years of experience at startup and established software and manufacturing companies. Brings proven ability to establish and grow documentation programs and teams and manage content development and publication. Leverages experience in agile project management, technical product management, and people leadership to drive execution.

RELEVANT EXPERIENCE

3M | St. Paul, MN (Remote)

2017 – Present

3M's Personal Safety Division provides products and services for workers requiring personal protective equipment. My current 9-member team provides digital content engineering services for application engineers. Previously, I was the primary technical writer for multiple R&D teams that develop hard goods, firmware, and software for firefighting applications.

Advanced Content Management Specialist (2023 – Present), Content Management Specialist (2020 – 2023)

- Champion the global adoption of Adobe Experience Manager Guides DITA-based component content management system (CCMS) by demonstrating time- and cost-saving benefits of structured content and content reuse to teams planning digital content transformation.
- Decrease publishing time for individual documents from 60 to 2 minutes by implementing a third-party CCMS software connector for automated publishing and guiding the development of associated Adobe InDesign document templates for multiple 3M brands and languages.
- Develop and maintain a knowledge portal in SharePoint to share best practices, processes, training videos, and tips and tricks to help technical writers become proficient in DITA XML, content reuse, and automated publishing.
- Enhance customer experience by driving digital accessibility initiatives for the division's technical content, avoiding 100% of the corporate vendor's added processing time and costs.
- Showcase the accomplishments of application and certification engineers by editing and publishing 20+ monthly newsletters to increase awareness of global projects and encourage collaboration.

Senior Technical Writer (2019 – 2020), Technical Writer (2017 – 2019)

- Completed technical writing projects for 15+ product lines by using Adobe FrameMaker and Adobe Creative Suite applications to update user manuals and product labels for regulatory submissions, translations, and product launches.
- Trained subject matter experts, managers, and legal teams to use new review and approval workflows in Adobe Experience Manager Assets, a digital asset management (DAM) tool, by co-hosting a series of 6 lunch-and-learn sessions over 6 weeks.
- Developed templates, style guides, and quick reference guides to help subject matter experts prepare compelling, on-brand, and properly cited content drafts to facilitate the review and approval process.
- Drove design, validation, and regulatory submissions of critical updates to the company's flagship respirator by serving as Product Owner and Scrum Master within a product development team.

in [linkedin.com/in/karenbrothers](https://www.linkedin.com/in/karenbrothers)

✉ kcbrothers@gmail.com

📍 Wake Forest (Raleigh), NC

📞 650-281-5250

SKILLS

Content Design & Architecture

- User experience research & strategy
- Modeling for clarity
- Visual thinking
- Storytelling
- Instructional design
- Digital marketing

Project Management

- Scrum (Certified Scrum Master)
- Software product management
- Process improvement

Software & Content Tools

- Adobe Creative Suite (Acrobat, InDesign, Photoshop, Illustrator, Premiere Rush)
- Adobe FrameMaker
- Adobe Experience Manager (AEM) Guides & Assets
- DITA XML, HTML
- Microsoft 365 (Word, Excel, PowerPoint, Teams, SharePoint, Visio, Power BI)
- Google Workspace, Slack
- SnagIt
- Canva

EDUCATION

National University of Natural Medicine
Doctor of Naturopathic Medicine

Stanford University
Engineer in Mechanical Engineering
Master of Science in Engineering

Georgia Institute of Technology
Bachelor of Mechanical Engineering

Freelancer | NC

2016 – 2017

I provided writing and research services to a non-profit organization and multiple small businesses.

Research Associate / Independent Contractor

- Added key details of 45 clinical research studies in integrative oncology to a clinical database by reviewing methodologies and outcomes to help physicians craft evidence-based treatment plans.
- Drafted and edited 6 original magazine articles about health and wellness by conducting PubMed literature searches to identify relevant content.
- Designed marketing materials — 2 websites, 3 brochures, business cards, a company logo, and a product label — to help small businesses establish brand identity and highlight products and services offered.

Visual Sciences | Herndon, VA

2004 – 2008

Visual Sciences was a B2B data analytics software company specializing in the collection and visualization of web data. It was acquired by Omniture in 2008, and Omniture was acquired by Adobe in 2009. I was the company's first release manager and technical writer.

Release Manager & Technical Writer

- Revised 4 existing software manuals and developed 3 new software manuals, including a data architect's guide to provide step-by-step instructions for configuring the collection, storage, and processing of web data for visualization and analysis.
- Contributed to the writing of RFP responses and 2 chapters of a web analytics book in O'Reilly Media's Hacks series.
- Hired 4 technical writers; mentored and managed the documentation team.

MSC Software Corporation | Redwood City, CA

2000 – 2003

MSC Software was a US-based software company that developed computer-aided engineering (CAE) solutions, including simulation software for product development and manufacturing. It was acquired by Hexagon in 2017. I was a member of a 12-member R&D team for desktop software applications.

Technical Product Manager (2001 – 2003)

- Doubled the number of participants in the beta testing program and improved the process for incorporating feedback — including feedback on technical content — within the product development lifecycle.
- Merged and updated documentation processes, including the adoption of new version control software, following the acquisition of a complementary software product.
- Managed 3 members of the product engineering team and continued to perform the duties of Senior Technical Writer.

Senior Technical Writer (2000 – 2001)

- Mastered 2 authoring tools and 3 engineering simulation software modules within the first 2 months in the position.
- Updated 11 existing tutorial exercises and created 7 new exercises, including 2 new tutorials demonstrating integration with MATLAB and Simulink, to teach customers how to use new features.
- Developed online versions of 2 printed guides by transferring content to RoboHelp to decrease production costs and time to distribution.

ADDITIONAL EXPERIENCE

I managed and executed writing projects in my roles as a healthcare provider and engineer.

Cancer Treatment Centers of America Naturopathic Resident (2012 – 2014)

- Analyzed data, developed content and visuals for 2 journal articles and 1 poster describing the safety and efficacy of integrative oncology.
- Completed a Lean Six Sigma A3 project to develop protocols for evidence-based supportive care of stem cell transplant patients.
- Updated 7 classes and developed 3 new classes to educate patients and caregivers about integrative medicine.
- Created navigation aids for the hospital's residency manual.

Exponent Failure Analysis Associates Engineer (2003 – 2004)

- Managed scope, budget, and timelines and summarized biomechanical analyses for 20+ scientific consulting projects.
- Organized document templates, analysis tools, and references within a central repository to increase project efficiency and conformance to quality assurance processes.

PRESENTATIONS & PUBLICATIONS

- Down the Rabbit Hole We Go! Adventures in Connecting Silos in a Content Wonderland, The LavaCon Content Strategy Conference, 2022.
- The Hero's Journey: Transforming Content Development in Three Acts, The LavaCon Content Strategy Conference, 2021.
- A Match Made in DITA (with Kinsey, G.), The LavaCon Content Strategy Conference, 2020.
- Cybularz PA, Brothers K, Singh GM, Feingold JL, Lewis ME, Niesley ML. The safety of acupuncture in patients with cancer therapy-related thrombocytopenia. *Med Acupunct.* 2015;27(3):224-229. doi:10.1089/acu.2015.1099.