# TANYA ZEHNDER

## SENIOR TECHNICAL WRITER

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## SUMMARY

- 20+ years' experience in technical writing and communications, specializing in clear content, documentation strategy, and knowledge management across industries including healthcare, SaaS, engineering, and banking.
- Led content strategies for a successful 2-year platform migration to Salesforce, supporting 19,000 users (2023-2024).
- Increased user adoption by 25% through user-focused content during the rollout of a generative AI assistant (2024).
- Wrote 350+ knowledge base articles, reducing support calls by 50% (2021-2022).
- Led the migration of 300+ knowledge base articles from Salesforce to Khoros, improving accessibility and cross-department collaboration (2021-2022).
- Authored 200+ new technical engineering and user documents, improving knowledge accessibility and process efficiency by 100% (2016-2020).

## PROFESSIONAL EXPERIENCE

**AETNA CVS Health,** Remote, MN                                                     **2/2023 – 12/2024**

### Communications Specialist/Technical Writer, Change Management & Analytics

Aetna Inc., a subsidiary of CVS Health, is a managed healthcare company providing insurance and related services through employer programs and Medicare, reporting $33 billion in revenue and 47,000 employees. Reported to the Director of Change Management. *Contract role. Reason for leaving - contract ended*.

- Designed and executed content strategies for a Salesforce migration, delivering clear, engaging content to 19,000 customer service representatives and users. Created reference documents, website content, training video scripts, and targeted communications to ensure a smooth transition.
- Managed and tracked content calendars for up to 6 lines of business, achieving a 100% on-time content delivery rate and an above average 50% open rate on communications. Continuously refined messaging and content based on data and user feedback.
- Increased user adoption by 25% by creating user-focused content for the rollout of a generative AI assistant and chat function.
- Led strategy and content creation for a quarterly company newsletter, keeping 900+ readers informed and engaged.
- Drove 12+ visits per user per quarter to a SharePoint site serving 6,800+ users by creating and managing informative, accessible content.

**SECUREWORKS,** Remote, MN                                                     **3/2022 – 12/2022**

### Senior Lead Technical Writer, Strategic Business Development

Secureworks Inc. was a U.S. cybersecurity company serving 4,000 customers in 50+ countries, from Fortune 100 firms to mid-sized businesses, acquired by Sophos in February 2025. Reported to Product Manager and Senior Director, Global Customer Success. *Full-time role. Reason for leaving - reduction in force*.

- Supported Secureworks Taegis SaaS end users by developing knowledge base articles, reference and user documentation, and marketing collateral.
- Collaborated with Product Support, Marketing, developers, engineers, and business SMEs on new content.
- Migrated 300+ partner knowledge base articles from the Salesforce platform to the Khoros platform, leveraging Jira for efficient streamlined tracking and enhanced accessibility across departments.
- Updated Taegis software documentation website utilizing GitLab for tracking.

### Senior Lead Technical Writer, Partner Advocacy                                     **1/2021 – 3/2022**

- Supported MSSP and Professional Services partners in the Secureworks Global Partner Program by creating customer and partner user and troubleshooting documentation, knowledge base content, communications, playbooks, and website content.
- Created and maintained a Salesforce-based knowledge base from scratch, authoring 350+ partner and internal knowledge base articles.
- Achieved an average article rating of 3.8 and generated 4.2K views, while reducing partner support calls by 50%.

- Created informative content for monthly Partner/Channel newsletters and quarterly Global Operations newsletters, including product updates and new features, enhancing communication and engagement.
- Assisted Learning and Development initiatives by editing training course content and writing scripts for training videos using Articulate 360.
- Created a comprehensive style guide and templates in Microsoft Office to ensure a consistent, professional appearance aligned with the company's branding standards.

**CIGNA,** Remote, MN                                                                                                    **2/2016 – 11/2020**
**IT Technical Writer/Infrastructure Engineering Lead Analyst**

Cigna is a global health services company operating in 30+ countries, serving 178 million customers. In 2025, it projected $252 billion in revenue with 73,500 employees. *Full-time role. Reason for leaving - reduction in force*

- Sole writer and editor for the Core Voice, Core Routing, Video, Call Recording, and Operations and Deployment departments in voice and video infrastructure (Unified Communications) and contact center engineering (on-premise Cisco UCCE).
- Developed a comprehensive technical documentation suite and central knowledge repository from scratch, improving knowledge accessibility by 100%. Established a department style guide and templates, ensuring document consistency and alignment with company branding.
- Authored 200+ processes, procedures, playbooks, web content, and business unit messages, achieving a 100% on-time delivery rate and improving end-user efficiency.
- Created and maintained a Confluence-based documentation repository, creating document accessibility and enhancing knowledge sharing.
- Actively contributed to Agile team workflows through daily scrums and PI Planning sessions, streamlining cross-functional collaboration and ensuring timely delivery of documentation aligned with sprint goals. Leveraged Jira for tracking.

## ADDITIONAL RELEVANT EXPERIENCE

**NORTHROP GRUMMAN, USPS,** Eagan, MN                                                                    **09/2015 – 02/2016**
**Senior Technical Writer and Editor, IT**
Wrote and edited documentation for the USPS, including Section 508, PCI and SOX compliance documents. Obtained Government clearance.

**UNITED BANKERS' BANK,** Bloomington, MN                                                            **10/2014 – 08/2015**
**Technical Writer, IT**
Wrote and edited internal standards, procedures, processes, and SOP documentation for auditing and ISO certification purposes. Documented client-facing and internal-facing software user guides quick references, and newsletters.

**TECHNOLOGIES:** Confluence • SharePoint • HTML • CSS • Salesforce • SnagIt • Miro • ServiceNow • Zendesk • Jira • GitLab • Markdown • Visio • Word • Excel • Adobe Acrobat • Teams • Google Suite • RoboHelp • FrameMaker

**SKILLS:** Technical Writing • Editing • Knowledge Base Development • Content Management Systems • Information Mapping • Newsletter Content • SaaS Documentation • Project Coordination & Tracking • Agile • Section 508 Compliant Documentation • Content Strategy • Cloud • SDLC • Processes • SOPs • Training • User Guides • Release Notes

## EDUCATION/PROFESSIONAL DEVELOPMENT

**BACHELOR OF SCIENCE (BS), TECHNICAL COMMUNICATIONS & INDUSTRIAL ORGANIZATIONAL PSYCHOLOGY**
**Minnesota State University,** Mankato, MN

Completed Agile Project Administration, Visio, and Excel training.