

TANYA ZEHNDER

TECHNICAL WRITER | COMMUNICATIONS SPECIALIST

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SUMMARY

- 20+ years of experience in technical writing and communications across SaaS, healthcare, engineering, and banking, combining content strategy, documentation, and client and internal communications to improve clarity, consistency, and user experience.
- Led content strategies for a successful 2-year Salesforce migration supporting 19,000 users.
- Increased user adoption by 25% through targeted content during the rollout of a generative AI assistant.
- Authored 350+ knowledge base articles and documentation assets, reducing support calls by 50% and improving content accessibility across platforms.

PROFESSIONAL EXPERIENCE

ONE INC, Remote – Minnesota, United States | 5/2025 – Present

Client Communication Specialist, CX Operations

One Inc is a leading digital payments platform serving the insurance industry, enabling secure, seamless payment experiences for policyholders and carriers.

- Lead the creation and delivery of 30+ monthly client communications, driving clear, consistent updates on incidents, software releases, compliance and security initiatives, process improvements, and payment operations.
- Collaborate with cross-functional teams—including engineering, legal, operations, and marketing—to ensure communications are accurate, compliant, and on-brand.
- Manage communication workflows through stakeholder reviews and approvals, driving timely, coordinated delivery to targeted client audiences.

AETNA CVS Health, Remote – Minnesota, United States | 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.
- Increased user adoption by 25% by creating user-focused content for the rollout of a generative AI assistant and chat function.
- 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.
- 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, Minnesota, United States | 1/2021 – 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/AWS Cloud end users by developing knowledge base articles, reference and user documentation, communications, 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

- 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 for Secureworks Taegis SaaS/AWS Cloud end users.
- 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.
- Enhanced Learning & Development programs by editing course content and crafting engaging video scripts in Articulate 360, improving clarity and learner engagement.
- 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, Minnesota, United States | 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, Minnesota, United States | 09/2015 – 02/2016

Senior Technical Writer and Editor, IT

Wrote and edited compliant documentation for the USPS, including Section 508, PCI and SOX compliance documents. Obtained Government clearance.

UNITED BANKERS' BANK, Bloomington, Minnesota, United States | 10/2014 – 08/2015

IT Technical Writer

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: SharePoint • Confluence • HubSpot • Salesforce • Jasper AI • Articulate 360 • Camtasia • HTML • Khoros • Igloo • Snagit • ServiceNow • Zendesk • Jira • GitLab • Markdown • Visio • Miro • Word • Excel • PowerPoint • FrameMaker • Adobe Acrobat

SKILLS: Technical Writing • Communication Writing • Editing • AP Style • Knowledge Base Development • Content Management Systems • Information Mapping • Newsletter Content • SaaS Documentation • Project Management • Agile • Section 508 • Content Strategy • SDLC • Processes • SOPs • FAQ • Troubleshooting Docs • Training Content • User Guides • Release Notes • Job Aids

EDUCATION/PROFESSIONAL DEVELOPMENT

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

Completed Agile Project Administration, Visio, and Excel training.