

TANYA ZEHNDER

Lakeville, MN | 612-719-4996 | tanyazehnder@live.com | [linkedin.com/in/tanyazehnder](https://www.linkedin.com/in/tanyazehnder) | [tanyazehnder.journoportfolio.com](https://www.tanyazehnder.journoportfolio.com)

EXPERIENCED TECHNICAL WRITER & COMMUNICATIONS SPECIALIST

SUMMARY

- 20+ years in technical writing, creating high-impact professional content, managing documentation and communication strategies, and creating knowledge bases and content management systems for large-scale initiatives and technology rollouts. Expertise spans healthcare insurance, cybersecurity, voice and video engineering, banking, USPS/government and legal.
- Successfully supported a 2-year migration to a new Salesforce-based customer service platform, delivering communication strategies and content that reached 19,000 users with a 50% open rate.
- Created user-focused content to assist users during the rollout of a generative AI assistant and Chat function that increased usage by 20%.
- Developed and maintained a comprehensive knowledge base, authoring 350+ articles, reducing partner support calls by 50%. Led the migration of 300+ knowledge base articles from Salesforce to Khoros, improving accessibility and cross-department collaboration.
- Authored 150+ technical documents, improving knowledge accessibility and process improvement by 100%.

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.

- One of two writers reporting to the Director of Change Management and Analytics, supporting company-wide change initiatives and migrations. Group was created to ensure a successful migration after a failed attempt.
- Wrote and executed communication strategies and messaging, newsletters, content, video scripts, and executive-level presentations to support 19,000 users during a two-year migration to a new Salesforce-based customer service platform.
- Created user-focused content to assist users during the rollout of a generative AI assistant and Chat function.
- Developed and maintained end-to-end communication calendars for up to six business lines simultaneously, optimizing project organization and team coordination.
- Achieved a 100% content delivery rate with a 50% open rate, ensuring timely and effective messaging to the right audiences.
- Led strategy, content creation, and distribution of a quarterly newsletter for 900+ users, achieving a 50% open rate to support program marketing.
- Drove engagement beyond targets by managing content on a SharePoint site, generating 12+ visits per user per quarter from 6,800+ users.
- Analyzed communication effectiveness using data and feedback to refine messaging.

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.

- Lead writer of two writers reporting to Product Manager, supporting the Secureworks Taegis cybersecurity SaaS end users by developing knowledge base articles, documentation, and marketing collateral.
- 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. Collaborated with Product Support, Marketing, developers, engineers, and business SMEs on new content.
- Contributed to the timely updates of the Taegis software documentation website utilizing GitLab for tracking.

Senior Lead Technical Writer, Partner Advocacy

1/2021 – 3/2022

- Lead writer of two writers reporting to Senior Director, Global Customer Success, supporting MSSP and Professional Services partners in the Secureworks Global Partner Program by creating customer and partner documentation, knowledge base content, communications, playbooks, and website content.

- Created and maintained a Salesforce platform-based knowledge base from scratch, authoring 350+ partner and internal knowledge base articles. Achieved an average rating of 3.8 and generated 4.2K views, while reducing partner support calls by 50%. Collaborated with Product Support, Marketing, developers, engineers, and business SMEs on content.
- Assisted Learning and Development initiatives by editing training course content and writing scripts for training videos using Articulate 360.
- Wrote content for monthly Partner/Channel newsletters and quarterly Global Operations newsletters, enhancing communication and promoting collaboration.
- 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.

- Sole writer and editor for four departments in voice and video infrastructure (Unified Communications) and contact center engineering (on-premise Cisco UCCE), developing 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 150+ 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.

ADDITIONAL RELEVANT EXPERIENCE

NORTHROP GRUMMAN, USPS IT, Eagan, MN

09/2015 – 02/2016

Senior Technical Writer and Editor

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

UNITED BANKERS' BANK, IT, Bloomington, MN

10/2014 – 08/2015

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: Confluence • SharePoint • HTML • CSS • Salesforce • Snagit • Miro • ServiceNow • Zendesk • Jira • GitLab • Markdown • Visio • Microsoft Office • Microsoft Teams • Adobe Acrobat • Google Suite • RoboHelp • FrameMaker

SKILLS: Technical Documentation & Editing • Knowledge Base Development • Content Management Systems • User Engagement Analytics • 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.