



DIRK PIETERSE

Experienced Technical Writer and Marketing Copywriter

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VERSATILE DIGITAL CONTENT WRITER | HOLISTIC COMMUNICATION EXPERT

Innovative, detail-oriented, and collaborative professional with over 7 years of experience in Technical Writing, marketing copywriting, UX/UI copywriting, and copy editing. Recognised for crafting clear, impactful content across marketing collateral, UX/UI interfaces, creative writing, and technical documentation, consistently meeting high standards of clarity and coherence. Proven ability to work cross-functionally with designers, product teams, and researchers to develop comprehensive language systems and deliver high-quality editorial content. Adept at collaborating across departments to align messaging with strategic goals, ensuring consistent brand communication and enhancing user experience through data-driven insights.

AREAS OF EXPERTISE

Strategic Project Collaboration
User Experience Optimisation
Marketing Copywriting
Brand Messaging
Creative Writing
UX Copywriting
Service Design

Language System Development
Market Segment Evaluation
Documentation Continuity
Editorial Content Creation
High-Level Requirements
Customer Needs Analysis
Proofreading

Educational Resource Development
Writing Standards Enforcement
Customer Feedback Utilisation
Usability Findings Application
Content Quality Assurance
Knowledge Sharing
Style Guide Creation

TECHNICAL SKILLS

HTML | CSS | JavaScript | API Documentation | SDK Documentation | SaaS Product Documentation | Search Engine Optimisation (SEO) | Data Analytics | UX/UI Design Software

CAREER SUMMARY

Marketing, UI & UX Copywriter + Technical Copyeditor | 2022 – 2024

Xsolla (xsolla.com), Remote

Job Responsibilities & Accomplishments:

- Developed and refined web and mobile interface content, including transactional emails, by editing clear, cohesive copy for teams in marketing, UX, service design, product, and technical writing domains.
- Ensured brand messaging alignment by meticulously editing and harmonising documentation from international offices and vendors, maintaining continuity and communication standards.
- Leveraged user experience data analysis to formulate actionable recommendations for enhancing interface usability, collaborating cross-functionally on strategic initiatives to optimise user interaction and satisfaction.
- Anticipated customer needs and objectives through innovative content solutions, working with designers and researchers to develop robust language systems for UI components, editorial content, and help documentation.
- Provided detailed editorial feedback to enhance technical accuracy, clarity, and writing quality, contributing to developing scenarios, use cases, and high-level requirements aligned with strategic goals and customer insights.
- Crafted user-centric solutions by integrating market segment analysis, customer feedback, site analytics, and usability studies, enhancing overall user experience across digital platforms with effective content strategies.
- Contributed to team development by creating style guides, educational resources, and writing standards to ensure consistent and proficient communication across all organisational levels.
- Received frequent recognition and praise from supervisors and peers for consistently delivering tasks with exceptional speed, volume, and top-notch quality.
- Played a pivotal role in developing and successfully implementing new guidelines that significantly elevated writing quality and consistency across projects.

Marketing Copyeditor + Technical Copyeditor | 2017 – present

Developer Express (www.devexpress.com), Remote

Job Responsibilities & Accomplishments:

- Collaborated extensively with system administration and DevOps teams, curating and proposing instructional topics for the open-source community, focusing on coding at diverse technical proficiency levels.
- Cultivated enduring partnerships with authors, fostering regular contributions and publishing tutorials that showcased real-world applications in software development, system administration, and DevOps.
- Engineered streamlined documentation methodologies and tools, instituting robust feedback loops to bolster operational efficiency and ensure uniformity across team communications.
- Conducted meticulous evaluations of ongoing documentation processes, pinpointing areas for enhancement and implementing optimisations to refine documentation quality and effectiveness.
- Orchestrated integration across interdisciplinary workflows encompassing writing, editing, audio, and print functions within internal product teams, maintaining adherence to brand standards.
- Contributed significantly to software product documentation, APIs, SDKs, and SaaS products, providing comprehensive editorial insights to enhance technical accuracy and clarity across instructional materials.
- Facilitated constructive technical and non-technical feedback sessions with peers, fostering a culture of continuous improvement and knowledge sharing to elevate editorial standards and outcomes.
- Spearheaded the development and implementation of a comprehensive style guide that significantly enhanced documentation quality and consistency across all projects.
- Established and managed a robust feedback system for documentation reviews, resulting in substantial reductions in recurring errors and guaranteeing continuous improvement in content quality.

International Customer Experience Advisor | 2016 – 2016

The Hut Group (www.thg.com), United Kingdom

Job Responsibilities & Accomplishments:

- Managed international customer inquiries across diverse communication platforms including telephone, chat, and email within a collaborative team environment, ensuring prompt resolution and high satisfaction levels.
- Provided comprehensive product and service information, fostering strong client relationships and facilitating informed purchasing decisions through personalised support and proactive engagement strategies.
- Implemented effective cross-selling techniques to enhance sales revenue by maximising individual transaction values and overall business profitability, leveraging extensive product knowledge and customer rapport.
- Identified and capitalised on opportunities to enhance customer experience, continuously improving service delivery and operational efficiency while handling overflow contacts from major English-speaking markets.
- Contributed to quality assurance by participating in rigorous scoring processes, assuring service standards and driving continuous improvement in customer service and team performance metrics.

British Army | 2008 – 2015

British Army (www.army.mod.uk), United Kingdom

Aviation Communications Specialist | 2011 – 2015

Job Responsibilities & Accomplishments:

- Supervised and managed a diverse team of up to 6 members, ensuring effective coordination, optimal performance, and smooth execution in military communications operations.
- Surveyed terrain during exercises to determine optimal equipment placement and use, contributing to mission success and operational efficiency.
- Maintained 100% accountability of all assigned equipment, adhering to strict military standards and ensuring readiness for deployment at all times.
- Implemented and executed comprehensive daily, weekly, and monthly equipment maintenance and inspection schedules on military communications platforms, minimising downtime and maximising reliability.
- Delegated tasks to team members to enhance productivity and operational effectiveness, fostering a cohesive and efficient work environment.
- Ensured the team had access to and maintained serviceable equipment suitable for their tasks, guaranteeing operational readiness and support for mission objectives.

Flight Operations Assistant | 2010 – 2011

Job Responsibilities & Accomplishments:

- Provided airspace management and real-time support for military and civilian aircraft, ensuring safe and efficient coordination of their movements.
- Ensured the safe and efficient coordination of complex military aircraft movements, adhering to strict operational protocols and safety guidelines.
- Obtained all necessary documents, clearances, and approvals from both military and civilian aviation agencies to ensure continuous and efficient flight operations
- Supported flying operations by maintaining and updating flight publications, flight information boards, navigation charts, and maps for Regimental Flight Operations, ensuring accurate and current information for aircrew.
- Utilised state-of-the-art technology to update aeronautical and meteorological data, providing essential information for flight planning and mission support.
- Evaluated departmental documents for appropriate distribution and filing, maintaining organisational efficiency and compliance with documentation procedures.

Radio Operator and Maintainer | 2008 – 2010

Job Responsibilities & Accomplishments:

- Sorted, prioritised, and routed incoming military correspondence and messages, ensuring timely delivery, clear communication, and operational continuity within the unit.
- Communicated urgent orders and directions to other units, thereby facilitating prompt responses, coordinated actions, and operational readiness in military operations.
- Conducted regular maintenance and checks on various military communications platforms, ensuring operational readiness and reliability during exercises and operations
- Operated communications systems as part of a team, maintaining continuous communication capabilities essential for mission success and safety.
- Established command posts and set up communication operations, contributing to the establishment of effective command and control structures during military exercises and operations.

QUALIFICATIONS

- **Level 3 Diploma: ICT Professional Competence (501/1788/9)**, City and Guilds of London Institute, 2014
- **Level 3 Certificate: ICT Systems and Principles for Armed Forces (500/3476/5)**, City and Guilds of London Institute, 2012
- **Level 2 NVQ: Communication Technologies - Practitioners (100/4755/4)**, City and Guilds of London Institute, 2010

CERTIFICATIONS & PROFESSIONAL COURSES

- **Google Data Analytics Professional Certificate**, Google, 2021
- **The Strategy of Content Marketing**, University of California, Davis, 2021
- **UI/UX Design Specialisation**, California Institute of the Arts, 2020
- **Search Engine Optimisation (SEO)**, University of California, Davis, 2020
- **Programming Foundations with JavaScript, HTML, and CSS**, Duke University, 2020
- **Agile Development Specialisation**, University of Virginia, 2020
- **Technical Writing**, Moscow Institute of Physics and Technology, 2019
- **Academic Literacy**, Moscow Institute of Physics and Technology, 2019
- **Google IT Support Professional Certificate**, Google, 2019
- **Apprenticeship for IT & Telecoms Professionals**, 2010