

Diane Gilleland

I love to empower lifelong learners.

Highlights

- I write and maintain help centers for SaaS applications, supporting [business planning](#) and [shared email](#). I interview customers, Customer Advocates, product managers, and developers to ensure the highest quality content.
- I proactively learn about new app features and supporting concepts in accounting, forecasting, and productivity. This self-education helps me deepen the customer's bond with our software.
- To help my customers become superusers, I build clear, engaging [help articles](#), [demo videos](#), and [blog posts](#).
- I love breaking technical concepts down into user-friendly terms. [Here's an example](#).

Experience

07/16 - 03/19: **Customer Success Content Specialist**
Palo Alto Software, Eugene OR

- I started my role with no background in the software. I dove into becoming an SME as quickly as possible, seeking out the team members who could best help me grow my knowledge. I'm a rapid and self-guided learner.
- Noticing that our product help center was a bit challenging to use, I took on the task of managing it. I restructured the content to be easier to search, and added content to address more common customer questions. Those changes had big impact. Inbound customer chat requests decreased by 40% in the first six months, as customers were better able to self-serve. And the documentation now provides a "just in time" learning resource for new Customer Advocates, which has simplified onboarding training for this role.
- I work with the Product, Marketing, and Business Development teams to represent the voice of our customers. I document our customers' feature requests and the business value they represent. I also contribute to tailoring in-app and presale messaging.
- I'm the creator and presenter of most of the company's in-app and help center instructional videos. [Some examples here](#).
- A recent [onboarding webinar](#) I produced on forecasting reduced attendee's churn rate by 85% over 60 days, as compared to non-attendees.

503-724-1217

diane.gilleland@gmail.com

linkedin.com/in/diane-gilleland

Relevant Skills

Technical & Instructional Writing: help center articles, blog content, email support, video scripting

Customer Success: presale advising, onboarding, technical assistance

Video production & editing

Audio production & editing

HTML for CMS application

Portfolio

[LivePlan help center](#)

[Outpost help center](#)

[LivePlan blog content](#)

[Outpost blog content](#)

[Craftypod.com](#)

11/14 - 06/16: **Dealer Service Representative**
KEEN Footwear, Portland OR

- Supported five sales managers and over 300 retailers in a high-change, multi-tasking environment, handling daily order and return processing, troubleshooting fulfillment issues, and resolving shipping and billing errors.
- Worked with my large retailer clients to understand the business and process impacts of late and missing product shipments. Designed processes for each customer to keep them proactively aware of changes in delivery schedules.

06/05 - 11/14: **Freelance Blogger, Author, Designer, Teacher**
Portland, OR

- Wrote three how-to books: *Kanzashi In Bloom* (2009 Watson-Guption), *Quilting Happiness* (2013 Potter Craft), and *All Points Patchwork* (2015 Storey Publishing).
- Wrote and photographed creative tutorial content for print magazines and online portals, including Threads, Make Magazine, and CraftStylish.com.
- Produced CraftyPod.com, a daily blog and 135-episode podcast. The content had 100,000 monthly pageviews at its peak. A sampling is still available at the link above.
- Taught numerous live and online classes for consumers, retailers, and industry conventions.

9/04 - 5/06: **Product Information Specialist/Trainer**
Norm Thompson Outfitters, Portland, OR

- Supported a team of over 300 call center agents by answering product questions for Solutions, a consumer home and garden catalog.
- Presented live and filmed product training sessions to call center agents for eight seasonal catalog releases each year. Trainee satisfaction evaluations were consistently over 95%
- Recognizing that too many needless product returns were taking place, I initiated a Troubleshooting Fundamentals training course for call center agents. In the first 90 days following training, we saw a 19% decrease in returns processed.

Tools

CMS: Zendesk Knowledge Base, Craft, Wordpress

Google: Analytics, Docs, Sheets, Slides, Drive, Mail

Team: Slack, Confluence, Monday, Trello, JIRA, Basecamp,

LMS: Bridge, Canvas

Production: Camtasia, Adobe Premiere, Quicktime, iMovie, Audacity

Education

BFA, Visual Communications,
Northern Arizona University