**Marina Prestenbach**

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**Professional Experience**

**Microsoft | Technical Writer (Contractor)** August 2023 – Feb 2024Write technical and training manuals for the Office 365 CXP FastTrack 2 Team at Microsoft.

* Wrote and edited documentation to support FastTrack products/programs for users and technical audiences
* Edited content written by Microsoft’s AI tool, CoPilot
* Translated complex technical concepts into simple, engaging content
* Met with SMEs to establish technical specifications and to determine material to be developed for publication
* Assisted with content governance, ensuring that all content was written in Microsoft’s voice and tone

**TikTok | Content Strategist (Contractor)**  January 2023 – May 2023

Supported the creation of instructional content on TikTok’s Product Help & Education team.

* Primarily responsible for the management and localization of content on the TikTok for Business Help Center
* Owned content from start to finish and provided recommendations to optimize content within the CMS, Contentful
* Edited content to fit TikTok’s tone/voice and brand guidelines
* Worked closely with subject matter experts, content designers, content operations, and localization
* Mentored new tech writers and assisted with onboarding
* Submitted, tracked, published, and communicated the translation status for articles

**POOLCORP | E-Commerce Content Creation Specialist (Contractor)**  Sept 2022 – Jan 2023

Wrote for this Fortune 1000 company that is the world's leading wholesale distributor of pool equipment, supplies, etc.

* Managed and updated content within the product information system, inRiver
* Proofread and edited content produced by other team members as needed and collaborated via Microsoft Teams
* Ensured product copy was written for the target audience, grammatically correct, and followed brand standards

**Microsoft | Technical Writer (Contractor)** August 2021 – June 2022

Worked on the Employee Experience Success Team at Microsoft to create training content.

* Worked within the UAT and suggested updates as needed; managed content on Sharepoint
* Wrote and edited scripts for training modalities including video, PowerPoint deck slides, and email
* Scheduled and conducted content reviews with stakeholders to gather feedback and finalize training content

**Dexcomm Answering and Communications Services | Content Marketing Manager** Dec 2019 – Mar 2021

Telecommunications corporation that provides answering services to U.S. and Canadian businesses.

* Audited and edited blog content to ensure that it aligned with company’s voice and tone
* Collaborated with sales team to create B2B email templates, blogs, and landing pages within the CMS, HubSpot
* Owned the company's social media management and the creation of a monthly social media content calendar
* Assisted with site-wide audits and made content changes as needed to improve SEO and KPIs
* Designed and presented all graphics, videos and video scripts, paid advertisements, and other marketing material
* Assisted with executive communications for CEO, VP, HR, etc.

**The Cypress Lake Wire Service | Journalist** Jan 2019 – May 2020

Created content for the public domain via the University’s online news platform designed to train journalists.

* Interviewed sources and formatted stories according to AP style
* Pitched, researched, developed, and wrote local news stories and videos and collaborated via Slack
* Published stories in local newspapers and on the wire service’s WordPress site

**Freelance Work**

**YouAI | Content Writer (Freelance)** October 2023 – Jan 2024

Created AI-based training guides for YouAI’s clients.

* Explained complex concepts to a diverse audience through writing
* Created training and onboarding guides that explain the value of AI processes to clients
* Collaborated with engineers and product teams to understand AI tools and create accurate content

**Glover Health | Social Media Manager/Blog Writer** Oct 2018 – Dec 2019

* Used Canva to create social media graphics to the company’s Instagram, Facebook, and Pinterest
* Pitched and managed the ghostwriting of SEO-friendly blogs for the company site
* Worked to increase follower count and viewer engagements with relevant hashtags and locations, timeliness of posts, and interaction with viewers through comments

**Halawani Nutrition | Web Content Writer** March 2018 – Sept 2018

* Adhered to brand’s tone and voice
* Pitched content ideas to client
* Created marketing copy for client’s new website

**Education**

University of Louisiana at Lafayette

*Bachelor of Arts, Mass Communications with Journalism Concentration*

**Skills**

Certifications: Google Analytics, Email Marketing by HubSpot

Techniques: Search Engine Optimization (SEO), Editing, Research, Script Writing, Knowledge Management

Tools and Frameworks: Contentful, HubSpot, WordPress, SEMRush, SharePoint, Azure DevOps, HTML, Figma