

Katherine Griffiths

katieannegriff@gmail.com ♦ (417) 388-3594 ♦ New York, NY ♦ [LinkedIn](#) ♦ [katieagriffiths.com](#)

WORK EXPERIENCE

NBCUniversal <i>Technical Writer</i>	Apr 2022 – Present New York, NY
<ul style="list-style-type: none">Designed and delivered a data visualization training on advanced PowerPoint techniques, narrative data, and accessibility/alt text; presented to 50+ external employees, who subsequently recommended the training to additional teamsAuthored and analyzed AI chatbot prompts as part of a 3-team AI committee; optimized inputs and outputs by evaluating tone, response length, and data scope to enhance chatbot performance.Led a cross-functional case study initiative between 2 teams; analyzed measurement decks, identified key quantitative insights, and designed visually compelling case studies showcasing brands such as L’Oreal, Capital One, and Sony, as well as integrations with <i>Saturday Night Live</i>, <i>The Tonight Show with Jimmy Fallon</i>, and <i>Love Island USA</i>.Established and streamlined a weekly release note process, managing and editing content for 500+ users across 4 teams; creating an easily accessible, widely referenced resource.Created and updated an inclusive language guide for 200+ employees, setting division-wide standards for accessibility and internal communications.Developed copy for a new self-serve platform and performed QA testing to ensure functional accuracy, UX, and consistent brand voice.Acted as a key resource on presentation design and narrative, helping teams deliver polished decks to clients.	
Cisco <i>Technical Writer</i>	May 2021 – Apr 2022 Remote
<ul style="list-style-type: none">Maintained and elevated the quality of customer- and client-facing presentations, ensuring consistent and polished content across all materials.Ranked #1 in productivity and speed on a team of 6, delivering high-quality materials.Updated presentation templates to align with the company’s evolving technical standards and brand expectations.	
The Hatch Foundation <i>Freelance Copywriter</i>	Jun 2021 – Apr 2022 Remote
<ul style="list-style-type: none">Authored and edited all website copy for the nonprofit’s inaugural site in collaboration with a software development studio.Crafted a mission statement, tagline, and core value statement, establishing a personalized brand identity.Developed a style and voice guide to enable consistent, high-quality content creation across all future communications.	
Missouri State University, Art + Design Dept. <i>Graduate Assistant</i>	Aug 2019 – May 2021 Springfield, MO
<ul style="list-style-type: none">Authored departmental blog content, increasing engagement and visibility through audience-focused writing and student outreach.Conducted in-depth interviews with faculty, notable alumni, and visiting artists, producing feature articles highlighting the department’s achievements.	
Supper Co. <i>Freelance Copywriter</i>	Jan 2021 – May 2021 Springfield, MO
<ul style="list-style-type: none">Developed headlines, taglines, and UX copy to enhance user engagement and brand messaging.Collaborated cross-functionally on a pharmaceutical social campaign, creating concepts and copy that aligned with strategic marketing goals.	
The Alchemedia Project <i>Writer Intern</i>	May 2019 – Aug 2019 Springfield, MO
<ul style="list-style-type: none">Revitalized website copy for multiple brands, producing newsletters for subscribers and sell sheets to buyers.Built and launched the social media presence for a health CPG brand, increasing brand visibility and audience engagement across platforms.	

EDUCATION

Missouri State University

MA, Technical Writing, 4.0 GPA

Springfield, MO

BS, Technical Writing, *summa cum laude*, 3.9 GPA

Aug 2019 – May 2021

Minors in Graphic Design & Dance

Aug 2015 – May 2019

Presidential Scholar, Honors College, Dean's list

Theatre and Dance Department productions (*Legally Blonde*, *Pippin*)

Tent Theatre (*Catch Me If You Can*)

Avery, T., Cody, J., Griffiths, K., Khodai, K., Lenahan, A., Meluso, M., Sanada, Y., Seabaugh, K., Stanton, R., & Woodall, E. (2023). Digital Video as a Discussion Board: A Case Study and Collaborative Autoethnography of Experiences. *Journal of Business and Technical Communication*, 38(1). 66-88.

SKILLS

❖ Core

Technical documentation: User guides, API docs, release notes, case studies, and training materials

Editing: Ensuring consistency, clarity, accuracy, and adherence to style guides

Content management: Drafting, reviewing, publishing, and maintaining technical content

Information architecture: Structuring and organizing content for optimal accessibility and usability

Research: Conducting interviews, collaborating with SMEs, and analyzing data to inform documentation

AI/LLM prompts/analysis: Writing and analyzing prompts for chatbot and language model testing

❖ Accessibility

Inclusive design: Clear language, context acknowledgement, screen-reader-friendly formatting, and testing

Alt text & images: Writing effective alt text for images, diagrams, and UI elements

Accessibility: Reviewing documents for contrast, headings, navigation, and font choice

❖ Tools

Authoring (Confluence, Microsoft Word, SharePoint, Google Workspace)

Design (Adobe Illustrator, Lucidchart, Snagit, Canva)

Programs (Jira, Salesforce, Highspot, Emma)

❖ Visual Communication & Design

Data visualization: Designing and presenting data in compelling ways

Templating: Creating, maintaining, and standardizing templates to ensure consistent branding and design

Visual editing: Editing images, graphics, and visual elements for cohesive presentations

❖ Key strengths

Exceptional communication: Advanced written and verbal communication skills with a focus on clarity and impact

Detail-oriented: Meticulous in reviewing content for consistency, accuracy, and adherence to guidelines

Stakeholder collaboration: Strong interpersonal skills in working with SMEs, stakeholders, and cross-functional teams.

Time Management: Proved ability to manage multiple projects and deliver high-quality results