

Katherine Griffiths

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WORK EXPERIENCE

NBCUniversal

Technical Writer

Apr 2022 – Present

New York, NY

- **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 teams
- **Authored 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 *Saturday Night Live*, *The Tonight Show with Jimmy Fallon*, and *Love Island USA*.
- **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

Technical Writer

May 2021 – Apr 2022

Remote

- **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

Freelance Copywriter

Jun 2021 – Apr 2022

Remote

- **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.

Graduate Assistant

Aug 2019 – May 2021

Springfield, MO

- **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.

Freelance Copywriter

Jan 2021 – May 2021

Springfield, MO

- **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

Writer Intern

May 2019 – Aug 2019

Springfield, MO

- **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

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

Minors in Graphic Design & Dance

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.

Springfield, MO

Aug 2019 – May 2021

Aug 2015 – May 2019

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