

Laura Speare

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Dedicated professional with more than 15 years of content design, writing, editing, web design, and graphic design experience. Demonstrated ability to handle multiple tasks and convey complex information. Proven track record of producing high-quality content while meeting tight deadlines.

EXPERIENCE:

UX Writer/Content Designer, Quick Base, Cambridge, MA *Current*

- Coordinate across multiple scrum teams in an agile process to deliver high-quality in-product micro-copy, help, and messaging that improves the user experience
- Develop how-to videos that orient new users to key product features
- Improve process and quality of monthly release notes that inform customers of new features
- Led content design for Automations, a major new product area released in May 2018

Business Process Consultant/Writer, Harvard University, Cambridge, MA *2016 to 2017*

- Revamped PeopleSoft work instructions to improve clarity and focus on key content
- Crafted internal communications to ensure smooth launch of University-wide training portal

Director, Government and Community Engagement, Sustainable Endowments Institute, Boston, MA *2016 to 2017*

- Engaged government agencies through web content, digital publications, and direct outreach
- Co-developed website that raised awareness of niche project management software

Sustainability Project Manager, Alameda County, Oakland, CA *2008 to 2012*

- Managed production of and wrote 50+ pages of copy for website that positioned county as a leader in government sustainability and engaged residents
- Edited 200-page climate action plan that provided strategic focus for county's green initiatives
- Wrote specifications to ensure purchase of high-quality, environmentally preferable products

Communications Officer, Association of Bay Area Governments, Oakland, CA *2001 to 2008*

- Spearheaded development of successful collaborative grant proposal that resulted in a top-scoring \$2.68 million grant, including strategic planning, writing, and recruiting key partners
- Edited detailed technical water quality plans to address priority pollutants
- Managed stakeholder involvement, including facilitating meetings and creating print and digital outreach materials

Work experience also includes communications positions with the nonprofit Water Environment Federation and the consulting firms Scientific Certification Systems and Eastern Research Group.

SKILLS:

Content design, writing, editing, research, project management, graphic design, web design, public outreach, public speaking, customer relations, agile processes

SOFTWARE/TOOLS: MadCap Flare, HTML, WordPress, Craft CMS, Snagit, Sketch, Confluence, JIRA, GitHub, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Visio, Adobe Photoshop, Adobe Illustrator, Adobe InDesign

EDUCATION:

Oberlin College B.A. English. Environmental studies minor.