

Katlyn Roberts BA

Barcelona, Spain (U.S. citizen, Spanish permanent resident, eligible to work in Spain and the U.S.)

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Profile

Support Specialist / Technical Copywriter / Editor / Community Manager - Katlyn is a subject matter expert with a contagious curiosity and a casual perfectionism. She's highly skilled in educational, technical, and interpersonal communication and has 15 years of experience in customer service, 6 years of experience in the medical industry, and 11 years of experience creating content for U.S., Spanish, and British companies. Since obtaining a degree in Screenwriting from San Francisco State University, she's managed multiple remote and in-person contracts and projects and uses her storytelling background to make subjects and processes come alive.

Areas of Expertise

- | Extremely Charming Phone Persona
- | Multimedia Scripting, Filming, Editing
- | UX Writing
- | Knowledge Base Article Creation
- | Mastery of Company Platforms
- | Ticket Logging and Resolving
- | Brand Stories and Messaging
- | Topic and Competition Research
- | Technical Diagnosis
- | Online Courses and Tutorials
- | E-Learning and Educational Copy
- | Emotional Intelligence

Career Summary

Technical Analyst for UCB Pharmaceutical | Computacenter Iberia | 2022 - Present

Computacenter Iberia is an independent technology and services provider trusted by large corporate and public sector organizations. They offer secure and flexible cloud consumption models to improve business outcomes and assist customers in sourcing, transforming, and managing their technology.

- Adept at explaining highly technical concepts to clients and coworkers.
- Writer of knowledge base articles that are clearly articulated and simplified for easy reference.
- Efficient at diagnosing technical issues and recognizing patterns.
- Technologically literate, staying up to date with new tools and platforms in a rapidly changing workforce
- Especially talented at putting the most frustrated clients at ease.

Content Specialist | Shmoop University Inc. | 2018 - 2022

A for-profit online educational technology company specializing in test preparation materials, mental health tools, and learning content for K-12 schools. The content is notable for its academic rigor combined with a frank, sarcastic style.

- Head writer of video and AP test prep courses with over 16k subscribers. Topics included American literary canon such as *The Great Gatsby*, *The Grapes of Wrath*, *Tom Sawyer*, etc. As well as courses in Essay Writing, Spanish Literature, European History, World Religions, and more.
- Scoped and edited SAT and AP exam prep guides.
- Ensured all research was carried out using reputable and legally accessed resources and ensured all content was referenced where necessary and technically accurate.
- Interviewed subject matter experts and completed voiceover work for video content.

Copywriter | HelloSuper | 2018 - 2019

Established in 2015, the subscription service home care and repair business has gained a significant market share.

- Produced weekly actionable content for [Super Blog](#): Professional advice for keeping your home worry-free.
- Adhered to stringent brand guidelines for tone, format, and keyword content along with prescribed descriptive and exclamatory words for inclusion in content.
- Supported the commercial purposes of the company by ensuring the blogs inspired people to action.

Writer / Co-Author (Contract) | 2020 - Present

- Writing a memoir/novel for a family member of a legendary American rock band, creating a clear book plan (i.e. structure, chapter titles, and target audience), and setting key milestones to achieve the target publishing date.
- Meet with the co-author (digitally and in person) for interviews, plot planning meetings, and to secure agreement for interviews with members of the band, their families, and key associates.
- Organize research trips to Santa Cruz, California, to collect archival documents and transcribe and systematically organize text and audio content.

- Conduct extended research into relevant biographies and books related to the band to add valuable context and a broader perspective.

Community / Administrative Manager | LightHearted Medicine | 2014 - 2018

A Functional Medicine clinic founded by Dr. Bruce Roberts, MD - Family Physician, Psychiatrist, and Integrative Medicine practitioner, and Dr. Molly Roberts MD, MS - Family Physician, past president of the American Holistic Medical Association, and board member of the Academy of Integrative Health and Medicine.

- Practice co-founder and designer of a beautiful, functional website for an online practice, a relatively new concept in medicine at the time, while adhering to all HIPAA regulations.
- Boosted clientele engagement by orchestrating regular social media, email, and in-person event campaigns:
 - o Quickly gained 200 clients from a zero base and attracted 1,714 followers on LinkedIn.
- Maintained relationships with patients, supplement dispensaries, pharmacies, and local health professionals to build trust and ensure quality of care.
- Trained an apprentice on all aspects of practice functions and provided information and guidance.
- Chaired daily rundown meetings and weekly founding/staff meetings to plan for the week ahead.
- Created schedules, coordinated marketing and community campaigns, recorded and edited the podcast, wrote the newsletter and blog, and wrote all educational and informative materials.

Tour Guide | Grayline Sightseeing, Big Bus Sightseeing, The Urban Safari, Ride the Ducks | 2009 - 2014

Tourism is San Francisco's largest industry. <25.8 million people visited in 2019, spending <\$10 billion.

- Interacted daily with international clients and developed relationships with local vendors, other tour companies, independent guides, hotels, and popular establishments.
- Researched new and unique historical stories, landmarks, quirky characters, local secrets, events, and news in preparation for the public performance of multiple daily tours.
- Trained new employees on the historical and performance aspects of the job, welcomed them into the San Francisco Historical Society, and provided resources to ensure they remained motivated and up-to-date.

Voluntary Role

Event Coordinator | Suicide and Mental Health Awareness | 2010 - 2014

- Officiated communication between the leaders of the secret-sharing blog PostSecret, the suicide hotline IMAlive, and the BridgeRail Foundation, an organization advocating for a safety net to be built under the Golden Gate Bridge, as well as inspirational mental health speaker Kevin Hines, and the band Blue October, to put on a suicide and mental health awareness event in San Francisco's Crissy Field called Please Don't Jump.
- Featured as a subject matter expert in a Time Magazine Online top-viewed video called "PostSecret Suicide: Please Don't Jump!"
- Shot and edited two promotional videos for Kevin Hines' website, www.KevinHinesStory.com.
- Contracted to adapt Kevin Hines' biography, "Cracked, Not Broken" into a screenplay.
- Guest spoke at the University of California Berkeley on the topic of Suicide Prevention.

Education

CELTA Certificate in English language Teaching to Adults | International House Barcelona | 2020

BA in Cinema and Screenwriting | San Francisco State University | 2011 - 2014

Produced a community-focused documentary, *The Net*, about mental health activists working to build a suicide prevention solution for the Golden Gate Bridge.

BA Theatre Directing, Writing, and Production (partial completion) | Northern Arizona University | 2008 - 2010

IT Skills

Can successfully install and/or fix a printer without crying or hitting anything | Knowledge Base Software | Ticket Logging Software | Live Chat Software | VPNs | Proficient user of SEMrush (SEO) | Microsoft Office (Word, PowerPoint, Excel, Outlook, Teams) | Copilot (AI) | Citrix and Azure Virtual Desktops | OneDrive, Dropbox, Sharepoint, and other forms of data storage | Final Cut Pro (video editing) | Scrivener (novel writing) | Celtx and Final Draft (screenwriting) | Garageband (sound mixing) | Slack (inter-company communication) | Power2Practice (HIPAA-compliant electronic medical records) | Vcita (scheduling and communication) | Zapier (connects apps) | Zoom and Meetn (video conferencing) | Zenefits (employee management) | WhatsApp, Instagram, Facebook, TikTok, and YouTube (social media) | Hootsuite (social post management)