

CASEY BIRKHOLZ

Senior Knowledge Manager | Process Analyst | Technical Writer & UX Writer

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SUMMARY

Driven Knowledge Management leader emphasizing logic and deep analysis to find success spanning numerous industries in increasingly technical roles. Masterful at designing impactful online spaces for internal and external users. Enthusiastic about collaboration to ensure alignment. I excel in identifying gaps, UX writing, SOPs, and ideating process improvements to solve business needs. As an individual contributor or manager, my performance evaluations consistently reflect that my work exceeds expectations. I am the uncommonly responsible star you're looking for.

EXPERIENCE

Senior Knowledge Base Manager / Sr KM Team Manager

Proof (formerly Notarize) Boston, MA November 2020 – November 2024

Senior Manager, Knowledge Management Team

Directed knowledge management strategy. Managed a team of technical writers. Served as a Senior Technical Writer and Editor. Liaison with the Product Team for release enablement activities. Release notes Editor & Publisher. *Promoted in 2023 from Knowledge Base Manager and Knowledge Management Team Manager to Senior Manager.* Created, updated, and edited knowledge content and related resources:

- Partnered with Customer Support & Success to improve self-service for customers and prospects. Reducing unnecessary demand in both areas.
- Improved search results by analyzing reports, problem-solving, and implementing tags and labels to drive taxonomy strategy.
- Collaborated with Product Managers, Engineers, Solutions Architects, Legal, and other stakeholders and SMEs to transform rough technical summaries into clear, concise, and accurate technical documentation for a wide range of internal & external audiences.
- Revised and modernized the knowledge base of 200 existing articles. Authored/edited an additional 800 articles over four years.
- Created the Knowledge Base Style Guide. Proactively partnered with the Director of UX Design and Marketing colleagues to compare style guides and brand messaging.
- Made continuous enhancements to the out-of-box Zendesk Guide theme by researching and engineering custom code solutions. Served as Zendesk Guide admin.
- Developed a systematic method for my team to manage technical writing assignments for a broad and varied audience by establishing automated workflows in JIRA.

- Devised a collaborative release enablement process to ensure documentation, training, marketing, and other activities were initiated and tracked for all upcoming releases.
- Developed a system for publishing external Release Notes. Created templates and curated content from multiple teams of Product Managers. Served as editor and publisher.

Knowledge Manager

Bluestem Brands Eden Prairie, MN March 2015 - November 2020 | Directed knowledge strategy. *Promoted in 2018 from Knowledge Management Specialist to Knowledge Manager.* Led a team of technical writers. Created style guidelines and built/managed content sites. Created, updated, and edited knowledge content and related resources:

- Created an employee intranet and a Wiki-based Knowledge Base on Microsoft SharePoint. Created taxonomy guidelines for findability.
- Created a Style Guide. Created a Cascading Style Sheet, which I leveraged to enhance SharePoint's out-of-box offerings for more dynamic content.
- Balanced business needs with customer experience and system constraints to deliver superior content for onshore and offshore Customer Support teams.
- Collaborated with business owners & stakeholders to create content that served internal & external customers.
- Partnered with Training teams to analyze gaps and opportunities.
- Conducted user interviews as a constant feedback loop for improvements.

Knowledge Management Analyst

Ameriprise Financial Minneapolis, MN March 2013 - March 2015 | Worked with subject matter experts and business stakeholders to transform sophisticated financial information into clear content:

- Created and revised knowledge articles for Ameriprise phone agents and financial advisors.
- Performed quality assurance (QA) editing for peers.
- Accessed source code to write and format using HTML for enhanced end-user experience.
- Partnered with project managers, product owners, business analysts, and department leaders on projects from kickoff through the retrospective to ensure content was in lock-step.

EDUCATION

Bachelor of Arts | Business Management ~ *Honors* | Bethel University, St Paul, MN 2009

Taxonomy Bootcamp, Knowledge Management World ~ 2021

Dale Carnegie & FranklinCovey Workshops: Coaching, leadership, management, etc.

Google UX Design Certification -> In-progress, to be completed June 1

