

## JACQUELINE A. GORDON

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### **EDUCATION**

#### **University of California, Davis – Graduated with Highest Honors, 2019**

Graduated with B.A. in English and minor in Education. Awarded James and Leta Fulmor scholarship for academic excellence. Awarded First Place for the UC Davis English Department Essay Prize.

### **BUSINESS AND PROFESSIONAL EXPERIENCE**

#### **Centene Corp. – Seattle, WA**

##### **Senior Content Designer/UX Researcher**

**August 2022 to Present**

Manage content across 10 Agile teams and over 40 websites, supporting our 28 million Medicare, Medicaid, and marketplace members. Create and oversee UX style guide to drive consistent brand content strategy throughout the company. Conduct research studies, user interviews, and audits to enact data-driven solutions. Balance the needs of all stakeholders, including business executives, state regulators, and medical SMEs. Advocate for clear and accessible content for our diverse member base. Implement AI writing software to increase efficiency.

#### **Gainwell Technologies – West Sacramento, CA**

**April 2020 to April 2022**

##### **Publications Analyst/Technical Writer**

Oversaw designing and writing the user-focused Medi-Cal Provider Manual, collaborating with SMEs to convey complex Medi-Cal policy for 130,000+ providers. Trained colleagues and designed learning modules to promote ADA accessibility. Balanced many projects and delivered content on tight deadlines. Stayed up-to-date with and quickly communicated rapidly changing medical policies throughout the COVID-19 Public Health Emergency.

#### **Dancing Zebra Safari Co. – Granite Bay, CA**

**June 2016 to August 2022**

##### **Web Designer/Content Developer**

Designed company website (<https://www.dancingzebrasafari.com>) for desktop and mobile. Wrote and managed all content including fun, thoughtful headlines/copy, marketing materials, and blog posts. Created eye-catching travel itineraries and followed up with client leads.

#### **PowerSchool – Folsom, CA**

**March 2017 to February 2020**

##### **Technical Writer/Trainer**

Onboarded team of remote employees in Bengaluru, India, coordinating trainings (synchronous and asynchronous), cultivating cross-cultural partnerships, and assessing progress. Wrote and edited concise, user-focused content for PowerSchool KCS documentation, supporting the 13,000+ school districts and 90+ countries that use the PowerSchool software and partnering with User Experience Designers. Adhered to tight deadlines of monthly Agile software releases.

##### **Proposal Writing Assistant**

Interpreted Requests for Proposal (RFPs) to design clean templates and write enticing cover letters. Served as first line of marketing when pitching to new clients.

#### **Davis Senior High School – Davis, CA**

**September 2018 to December 2018**

##### **Assistant Teacher**

Taught 30+ students for a quarter as part of an Education Minor. Designed lessons and units, collaborated with lead teacher, and graded instructional material for students.

### **SKILLS AND EXPERIENCE**

Figma, HTML, Writer AI, Wordpress, Mac OS, Agile, SaaS applications (WebEx, Slack, Google Suite, and more), Microsoft Office Suite (Word, Excel, PowerPoint, Teams), Mac Suite, JIRA, Confluence, ServiceNow, Adobe Creative Cloud (Acrobat Pro, Photoshop, InDesign, DreamWeaver), Chicago and APA style, WCAG 3.0, style guide management, video production, quality assurance, social media outreach, presentations, training, research.