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https://hadassawrites.com/

HADASSA ROMÉUS
COMMUNICATION STRATEGIST

EDUCATION

2019 - 2021
M.S. in Technical Communication
North Carolina State University

2012 - 2016
B.A. in Writing and Rhetoric
B.A. in Political Science
Minor in Psychology
University of Central Florida

MY EXPERTISE

Professional Skills

UX design and research
Information Architecture
Web Design
Instructional Design
Podcasting
Enterprise Design Thinking
Information Development
Topic-Based Documentation
API documentation
Usability testing
Content development
Working with multiple teams
Project Management
Strategic planning
Editing
Public Speaking
Trilingual (English, French, Haitian Creole)

Interpersonal Skills

Fast-learning
Adaptability
Active Listening
Problem-solving
Conflict Resolution
Creative Intuition

PROFILE INFO

Creative Professional and **Technical Communicator** with 12 years of technical writing, program and project management, operations management, UX design, writing and research, content creation, and adult learning experience. **Strategic thinker** expertly skilled at analyzing trends and patterns in data, yielding actionable insights, and persuasively advocating for change. **Multimedia artist** crafting engaging and compelling content. **User advocate** passionate about doing the right thing and helping make the world a safer place.

WORK EXPERIENCE

Technical Writer   **2021 - 2024**
IBM Cloud Security   Austin, TX

- Directed the content strategy and produced the content experience for more than 80 new features across IBM Cloud products.
- Expert at multidimensional content experiences varying from docs-as-code software documentation development, API, CLI, Terraform docs, UX writing and review, blogs, client emails, internal and external announcements, Release Notes, Help Center articles, AI Assistant content, how-to scripts, video scripts etc.
- Directed workshops with peers to deepen understanding of platform content guidelines and creatively promote content accuracy, consistency, compliance with legal, internal, and external requirements.
- Developed interpersonal strategies to effectively collaborate cross-functionally with IBM engineers, designers, architects, sales and marketing specialists, and product managers by utilizing seasoned soft skills to increase rapport and hard skills to competently enhance the teams' efforts.
- Executed more than 50 complex, multi-disciplinary technical projects from ideation to delivery by seamlessly coordinating cross-functional partners, identifying risks, and practicing innovative scheduling, tracking, accountability, and project process documentation strategies.

Technical Content Creator   **2019-2020**
Nokia   Raleigh, NC

- Performed a deep-dive content analysis of MetroAE software and API docs for clarity, precision, safety, engagement, and usability.
- Revamped the digital presence of MetroAE at Nokia and significantly improved its usability by reimagining the users' technical content experience based on the usability testing report that I developed through user research.
- Expertly produced multidimensional content materials such as the MetroAE website, conference presentation templates, case studies, whitepapers, Youtube videos, tradeshow promotional materials, flyers, brochures, stickers, and more.

HADASSA ROMÉUS

COMMUNICATION STRATEGIST

CERTIFICATIONS

2024
IBM watsonx.ai Technical Essentials
IBM

2023
Enterprise Design Thinking
IBM

MY EXPERTISE

Technical Skills

Visual Studio Code

Excel

Adobe Illustrator

Figma

Markdown

Canva

Github

Sketch

Wordpress

Hubspot

Smartsheet

JIRA

Confluence

Logic Pro

Final Cut Pro

GarageBand

Camtasia

Interpersonal Skills

Leadership

Team Work

Integrity

Loyalty

Critical Thinking

Mentorship

WORK EXPERIENCE

Instructor / Instructional Designer
North Carolina State University

2019-2021
Raleigh, NC

- Deepened understanding of adult learning theories and pedagogies to create engaging and effective learning experiences of School of Business students.
- Developed proficiency in utilizing e-learning authoring tools and learning management systems (LMS) to create and update online and hybrid courses, lesson plans, and other multimedia educational materials.
- Assessed learning requirements and identified knowledge gaps to inform the design of the hybrid and online curriculum for 3 sessions of Communication for Business and Management.
- Leveraged expertise in authoring tools, learning management systems, and other digital tools to design creative knowledge checks and real-word scenario based communication projects and evaluations.
- Scored a B+ evaluation within my first year of teaching undergraduate students.
- Analyzed performance data to identify areas of improvement and applied insights to update curriculum and processes.

Assistant Project Manager / Consultant
Inteserra Consulting Group

2016-2019
Orlando, FL

- Orchestrated the print and digital content experience strategy for recurring seminar conferences hosted by Inteserra Consulting Group for telecom providers.
- Produced conference deliverables such as print promotional materials, print and digital event program content, multimedia presentation templates, blogs, promotional videos, social media posts, souvenir media assets, etc.
- Managed communications (email, documentation, official forms etc.) between 100+ telephone service providers in 43 counties in Michigan to support Next-Generation 9-1-1 (NG911) IT projects.
- Engineered a tracking database and system to maintain compliance and complete and accurate project records.
- Created a training manual for the proprietary database used by 7 professionals.
- Trained 6 Associate Project Managers to effectively support NG911 IT projects.
- Administered the Hubspot Client Relations Management System to improve productivity and business development.
- Trained the Executive Suite to utilize the CRM system to track their communications and revenue generation.
- Produced and designed marketing and business development promotional materials including case studies, RFPs, procedure manuals, and whitepapers.