

Brian S. Denny

Pittsburgh, PA | (352) 857-9606 | briansdenny@gmail.com

PROFESSIONAL SUMMARY

Adaptable researcher, strategist, educator, and writer with extensive experience bridging corporate, academic, and customer/user environments. Skilled in digital adoption strategy, data analysis, qualitative and quantitative research, and instructional design. Proven record of measurable impact through clear communication, collaborative leadership, and data-driven decision-making. Adept at translating complex ideas into engaging, targeted content for diverse audiences.

CORE SKILLS

Digital Adoption & UX: User segmentation, interaction flow design, micro-content, program management & evaluation

Research Methods: Qualitative, quantitative, mixed methods, interviews, surveys, A/B tests, behavior analysis

Data Skills: Collection, cleaning, analysis, visualization

Editing: Developmental, line, copy, proofreading, style guides, video/audio

Instruction: In-app assistance, curriculum design, teaching, coaching, mentoring

Process: Mapping & documentation, workflow improvement, stakeholder engagement

Tools: Whatfix (expert level), SQL, HTML, Markdown, LaTeX, Python, VS Code, GA4, DBeaver, Lucidchart, Camtasia, Adobe Suite, GitHub, WordPress, JIRA, Trello, Slack, Google Suite, Salesforce, Generative AI, Excel, PowerPoint

PROFESSIONAL EXPERIENCE

Sr. Technical Writer & Digital Adoption Strategist

03/2022 – Present

Consensus Cloud Solutions, Los Angeles, CA (Remote)

- Spearhead Whatfix digital adoption content strategy for multiple customer-facing applications
- Communicate Whatfix strategy and research findings to C-Suite and departmental leadership
- Collaborate with developers, product owners, writers, and VPs on Whatfix content
- Plan and implement process for creation and distribution of Whatfix content changelogs and release notes
- Design chatbot to automate Whatfix request Jira ticket creation
- Manage Whatfix localization strategy and process across several globally-distributed teams
- Train writers in Whatfix content creation, strategy, and management
- Integrate Whatfix analytics and user feedback to enhance user experience
- Conduct A/B tests, surveys, and churn analyses based on Whatfix and external data
- Create and analyzed Whatfix content that reduced cancellations by 16%
- Develop automated upgrade processes via Whatfix, increasing annual revenue by \$300k while reducing costs
- Analyze AWS Redshift data to refine Whatfix segmentation
- Produce videos, GIFs, and visual media for use in Whatfix content
- Conduct market research to guide API developer portal design

Editor & Research Consultant

08/2018 – Present

Harvard University, University of Michigan, University of California–Irvine (Remote)

- Provide long-term editing and consultation services for AI researcher working in conversational design
- Support multiple national conversational AI grants winning up to \$2.5M

Branch & Logistics Manager

07/2019 – 02/2022

Dorian Studio, Los Angeles, CA

- Led operations for new Southern California branch; grew accounts/revenue by 150%

- Hired, trained, and managed staff; developed documentation and training materials
- Guided clients through yearbook publishing process: software training, design, marketing

Leadership Coach

08/2015 – 05/2019

University of California–Irvine (DECADE PLUS)

- Mentored 20+ first-gen, low-income, and underrepresented students; facilitated group sessions and goal-setting

Curriculum Editor & Instructor

05/2015 – 08/2019

Elite Educational Institute, Educational Testing Consultants

- Taught standardized test preparation (SAT/GRE) in classroom and individual settings
- Proofread forthcoming SAT curriculum for clarity and accuracy

Adjunct Professor

08/2018 – 05/2019

California Polytechnic University–Pomona, Chapman University

- Independently designed and taught several university courses (East Asian Government, American Government, Comparative Politics)

EDUCATION

Ph.D. Coursework Completed, Political Science – University of California–Irvine

Concentrations: Research Methodology, Comparative Politics

M.S. Political Science – University of California–Irvine

B.S. Political Science with Honors, B.A. International Affairs – Florida State University

PUBLICATIONS

Denny, B. (2019). “The Warden’s Dilemma as Nested Game: Political Self-Sacrifice, Instrumental Rationality, and Third Parties.” *Government and Opposition* (Cambridge University Press). Includes original archival research conducted at Cornell University

CERTIFICATIONS

Course Design (University of California–Irvine)

Mentoring Excellence (University of California–Irvine)