

Brian S Denny

Researcher/Writer/Instructor

Pittsburgh, PA

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EDUCATION

M.S. Political Science

Univ. of CA-Irvine

B.S. Political Science

B.A. International Affairs

Florida State Univ.

SKILLS

Digital Adoption Strategy

Program Management

Process Mapping

Workflow Improvement

Data Collection & Cleaning

Data Analysis & Reporting

AB Test Design

Surveys & Interviews

UI/UX, Micro, Long-form

Developmental Editing

Line/Copy Editing

Style Guides

SME Interviewing

Motivational Interviewing

Mentoring & Coaching

Instruction & Training

SOFTWARE

Whatfix Camtasia

Flare WordPress

Lucidchart JIRA

DevTools HTML

Google Analytics

Stata SPSS

MS Office Markdown

Google Suite Salesforce

Trello Slack

Adobe Creative Cloud

CERTIFICATIONS

Course Design (UCI)

Mentoring Excellence (UCI)

EXPERIENCE

Senior Technical Writer & Whatfix Lead

03/2022 - Present

Consensus Cloud Solutions, Los Angeles (remote)

- Spearheading digital adoption program on flagship web-app through collaboration with dev team, tech writers, and VPs in preparation for multi-brand expansion.
- Training traditional tech writers on writing/planning microcontent; segmenting content with Chrome DevTools, and collecting/analyzing a variety of data streams.
- Regularly designing and conducting logistic regressions on experimental data (A/B tests, user surveys, cancel rates) to provide new insights for product team.
- Creating and implementing in-app upgrade process with customized microcontent to drive revenue while reducing costs associated with sales efforts.
- Designing, recording, and editing videos and GIFs for company-wide distribution, efficient communication with QA team, and/or inclusion in digital adoption content.
- Using employee interviews to document billing workflows and payment processing.
- Initiated User Experience interviewing to identify user workflows and pain points as part of digital adoption development strategy for digital signing web-app.
- Reduced cancellations by 16% after designing, validating, and implementing customer-facing digital adoption microcontent to supplement existing UI.
- Furthered a "Top 5" company goal by conducting market research on API developer community portals to inform future product development.

Academic Editor/Consultant (contract, fellowship)

10/2022 - Present &

Harvard, Univ. of Michigan, & Univ. of CA-Irvine

2018, 2020

- Conducting all manner of editing (developmental, line, copy) for artificial intelligence researcher's dissertation chapters, presentations, academic articles, job market material, and grant proposals (one awarded \$2.5 million).
- Collaborated with graduate/doctoral students across a range of disciplines at Univ. of CA-Irvine Graduate Resource Center to refine national grant applications (one awarded \$138,000), dissertations, publications, cover letters, and CVs.
- Led Dissertations Boot Camp for advanced doctoral students.

Account Logistics & Yearbook Specialist

7/2019 - 2/2022

Dorian Studio, Los Angeles

- Led local operations for fledgling Southern California branch and facilitated more than 150% growth in local accounts and revenue.
- Interviewed, onboarded, trained, and coached Southern California staff.
- Created and updated internal documents, training material, and public content.
- Guided clients through yearbook publishing processes, including software training, creative processes, project management, and marketing.

Leadership Coach

8/2015 - 5/2019

Univ. of CA-Irvine (DECADE PLUS)

- Individually mentored 20+ first-gen, low-income, underrepresented students using motivational interviewing to assess and encourage goal development/attainment.
- Facilitated weekly group meetings and led program group meetings as needed.
- Interviewed prospective Leadership Coaches alongside Program Director.

Curriculum Editor and Instructor

5/2015 - 8/2018

Elite Educational Institute & Educational Testing Consultants

- Taught GRE and SAT Reading, Writing, and Language courses in classroom settings.
- Reviewed pre-release SAT Reading curriculum for clarity, accuracy, and consistency.

Adjunct Professor (contract)

8/2018 - 5/2019

Cal Poly Pomona & Chapman Univ.

- Designed and taught *East Asian Govt*, *American Govt*, and *Comparative Politics*.

PUBLICATION

In *Government and Opposition* (Cambridge Univ. Press)

04/2019

"The Warden's Dilemma as Nested Game: Political Self-Sacrifice, Instrumental Rationality, and Third Parties"