

RACHEL BETH DEMARCO

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PROFESSIONAL SUMMARY

Customer education and content leader with over a decade of experience creating user guides, in-app learning, and knowledge base content for complex enterprise software. Skilled in editorial management and community engagement, with 800+ knowledge base articles and 1,500+ page user guides produced, and a proven track record of leading teams and streamlining documentation processes.

WORK HISTORY

Payscale – Community Engagement and Technical Content Manager

Remote • 05/2026 – 10/2026

- Owned and moderated the customer-facing online community and knowledge base through Salesforce and Gainsight, overseeing posts, discussions, and user inquiries to foster engagement and a positive user experience
- Wrote and maintained 800+ knowledge base articles and user guides of 1,500+ pages each, along with release notes and in-app educational content, and reviewed client-facing materials including Customer Support Manager (CSM) PowerPoints and marketing content
- Collaborated with internal subject matter experts to provide accurate, timely community responses, and used AI to develop interactive contests, polls, and feedback surveys that encouraged participation and surfaced user insights
- Tracked and analyzed knowledge base and community metrics, leveraging AI to improve efficiency and identify opportunities for optimization
- Led the Technical Writing team while managing community and content responsibilities.

Payscale - Lead, Technical Writer

Remote • 08/2022 – 05/2026

- Led and managed the Technical Writing team by delegating and instructing work for all projects and processes
- Wrote and maintained user guides, release notes, and in-app educational content
- Managed the documentation, editing, and publishing process across all products
- Researched and implemented new methods for documentation processes

Payscale - Senior Technical Writer

Remote • 08/2021 - 08/2022

- Led all Technical Writing projects and processes, such as updates to user guides, release notes, and in-app education
- Owned the documentation and editing process, and published documentation for all releases

SKILLS

- **Computer:** Adobe Acrobat Pro, Articulate 360, Claude (AI), Confluence, FrameMaker, Gainsight, Git, JIRA, MadCap Flare, Pendo, PowerPoint, RoboHelp, Salesforce, Slack, Snagit, Teams, WalkMe, Word, Zoom
- Editing
- Template Creation
- Community Management
- Project Management

EDUCATION

University of Delaware

Newark, DE • 12/2015

Bachelor of Arts: English, Professional Writing

- Managed and maintained templates and implemented them throughout the organization
- Researched and implemented new methods for documentation processes

Payscale - Technical Writer

Burlington, MA • 11/2020 - 08/2021

- Wrote user guides, release notes, and in-app walk-throughs
- Managed the documentation, editing, and publication process
- Created documentation templates, such as a tone & voice guide, to maintain language standards and consistency across the organization

Sovos Compliance, LLC - Technical Writer III

Wilmington, MA • 02/2016 - 11/2020

- Wrote user, installation, onboarding, and REST/API manuals as well as release notes about tax compliance software for both internal and client-facing audiences
- Managed the documentation process, trained and managed new hires, reviewed documentation, and provided edits
- Created documentation templates and worked with UX/UI on language standards used across the company
- Worked as a project manager to organize meetings and kept team members on track with their schedules