RACHEL BETH DEMARCO

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PROFESSIONAL SUMMARY

Customer education, technical documentation, and community engagement leader with 10+ years of experience in enterprise SaaS. Skilled in leading technical writing teams, managing cross-functional projects, overseeing knowledge bases and online communities, and developing educational content, including 1,000+ knowledge base articles and multiple user guides exceeding 1,500 pages each. Experienced in improving processes and leveraging AI and analytics to optimize content strategies and enhance customer education.

TECHNICAL TOOLS

Documentation & Authoring – Adobe Acrobat Pro, FrameMaker, MadCap Flare, RoboHelp, SharePoint, Snagit, Word

Content & Learning – Articulate 360, Canva, PowerPoint, Seismic, WalkMe

Analytics & Engagement – Gainsight, Pendo, Salesforce

AI Tools – ChatGPT, Claude

Project Management & Collaboration – Asana, Confluence, Git, Jira, Slack, Teams

WORK HISTORY

Payscale – ***Community Engagement and Technical Content Manager***
Remote • 05/2026 – 10/2026

- Led and mentored technical writers and contractors, overseeing onboarding, project assignments, documentation workflows, editorial standards, and quality across enterprise software products
- Managed the customer-facing online community and knowledge base, maintaining 1,000+ articles and multiple user guides exceeding 1,500 pages each while ensuring accuracy, consistency, and alignment with product updates
- Increased community group engagement by over 600% through targeted initiatives, leveraging analytics and AI to identify educational opportunities and optimize content
- Collaborated cross-functionally to identify content gaps, support 96 annual releases, and reduce support tickets by 72.4% through improved documentation and timely delivery
- Led a major rebranding initiative spanning four enterprise software products, coordinating cross-functional stakeholders and delegating responsibilities to deliver documentation updates within a two-month timeline despite shifting product development schedules

Payscale – ***Lead, Technical Writer***
Remote • 08/2022 – 05/2026

- Led the Technical Writing team, overseeing project assignments, documentation workflows, and content quality across enterprise software products
- Created and maintained multiple user guides, release notes, and in-app educational content while ensuring accuracy and consistency
- Developed and streamlined documentation workflows to improve efficiency and maintain consistent editorial standards
- Collaborated across departments to align documentation with product releases and business goals

Payscale – ***Senior Technical Writer***
Remote • 08/2021 – 08/2022

- Directed technical writing projects, overseeing documentation updates, editing, and publishing for product releases
- Developed and maintained documentation templates and standardized processes to improve consistency across the organization
- Collaborated with Product Management, R&D, and internal subject matter experts to translate complex product functionality into clear, actionable documentation
- Reviewed and edited customer-facing educational materials to ensure technical accuracy, clarity, and adherence to editorial standards

Payscale – ***Technical Writer***
Burlington, MA • 11/2020 – 08/2021

- Created and published user guides, release notes, and in-app walkthroughs for enterprise software products
- Developed documentation templates and voice and tone guidelines to establish consistent editorial standards
- Partnered with Product Management and R&D to gather technical information and document complex workflows in clear, step-by-step instructions
- Maintained and updated existing documentation to reflect product enhancements, new features, and evolving user needs

Sovos Compliance, LLC – ***Technical Writer III***
Wilmington, MA • 02/2016 – 11/2020

- Created user guides, onboarding materials, REST/API documentation, and release notes for internal and external audiences
- Managed documentation workflows, trained new hires, and reviewed content to maintain quality and consistency
- Established language standards with UX/UI teams and coordinated cross-functional projects to ensure timely deliverables

EDUCATION

University of Delaware – Newark, DE
Bachelor of Arts – English, Professional Writing