

Danielle Holt

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 LinkedIn

Summary

Innovative Principal Technical Writer with over 12 years of experience in the tech industry. I bring a unique blend of expertise in technical writing, training development, and multimedia production.

My background includes a successful transition from managing a Continuous Service Improvement team to enhancing documentation and training materials for the entire Cloud Operations organization. Proficient in creating comprehensive training videos, developing branding graphics, and authoring organizational style guides. Adept at collaborating with cross-functional teams to meet diverse content needs and drive continuous improvement. Currently pursuing a master's in education with a focus on Learning Design and Technology to further enhance my skills and impact.

Experience

Oracle | NetSuite

2014–Current

Principal Technical Writer

2024–Current

Cloud Operations Internal Communications

Expert copy writer and editor providing leadership and mentorship while driving excellence in documentation and training materials for the Cloud Operations organization.

- Develop and refine training and reference materials for the Cloud Operations organization, ensuring clarity, accuracy, and usability.
- Create comprehensive training videos, including screen recordings and product tours. Manage all aspects of video production, such as scripting, storyboarding, video editing, animation, and audio editing.
- Design and produce graphics for teams, projects, and events to ensure consistent and professional visual representation.
- Craft and edit professional emails, adhering to standard formatting guidelines to maintain clear and effective communication.
- Authored a style guide used across the organization to standardize writing practices and ensure consistency in copy.
- Work closely with various teams throughout the organization—such as service delivery, security, infrastructure, and other departments—to understand and meet their content needs.
- Create, support, and enhance organizational recognition programs to acknowledge and celebrate achievements and contributions.

Senior Manager

2018–2024

Continuous Service Improvement

Global team builder and manager responsible for measurable increases in uptime, operational health, cross-team issue resolution, application reliability, and documentation.

- Built and managed a global Incident Response Team to: act as incident commander, write and distribute internal and public communications, conduct postmortem reviews, write root cause analyses, and assess customer impacts.
- Created a successful internship program that recruited exceptional long-term employees and rapidly expanded throughout Cloud Operations departments.
- Oversaw Executive level operation health reporting with data analysis and visualization of uptime, customer experience metrics, high impact events, and trending indicators of growth and loss.
- Built and managed a global CSI team to mitigate and prevent incidents, increasing uptime and reliability of all NetSuite cloud solutions.
- Reduced end-to-end delivery time of Executive operational reports through process restructuring and automation.
- Developed and implemented a data-driven strategy to monitor, track, and quantify the impact of incidents at customer, data center, regional, and global levels.
- Produced internal branding guidelines and maintained reference and training documentation.
- Managed short- and long-term projects to improve service delivery resulting in complete resolutions of over 300 high-impact cross-team issues.

Site Reliability Engineer

2014–2018

Service Delivery

Driven technical professional centered on improving service uptime, customer experience, and operational standardization through tooling and enablement.

- Designed, implemented, and managed efficient, scalable monitoring systems to track availability and performance of NetSuite services, preventing customer impact through proactive risk identification and resolution.
- Maintained availability of customer-facing solutions to meet and exceed client expectations.
- Employed various tools to consistently improve availability, performance, uptime, and response time.
- Performed system, database, and network administration tasks to resolve issues independently; escalated to service owners when required.
- Interfaced with customer-facing teams to deliver public communications for high impact events.
- Administered the primary Cloud Operations Jira instance, including the creation and modification of various projects, event types, workflows, and custom fields.
- Trained international teams on Kibana data visualization software.
- Drove 75% reduction in average onboarding time through training and documentation.

Linux Administrator

Migrations

- Customer-focused support engineer with wide-ranging Linux skills, meticulous regard for production environment security, and migration verification.
- Performed specialized Linux administrative tasks including transferring, reconfiguring, and testing website content from a variety of platforms into cPanel and Plesk servers to facilitate new customer onboarding. Reconfigured common and custom scripts under new domain names.
- Root level access to and administration of customer-facing server farms.
- Delivered exceptional customer service and communications with key focus on clarity, empathy, and exceeding client expectations.
- Seamlessly migrated clients with a variety of software needs to a new hosting provider, entailing detailed understanding of PHP, Perl modules, DNS, databases, content management systems, and other software including WordPress, Joomla, Magento, osCommerce, and phpBB.
- Implemented project-specific execution of multiple tools, including SSH (RSYNC, SCP), FTP/SFTP, WGET, MySQL, and phpMyAdmin to complete complex migrations per client requirements.

Education and Certification

Arizona State University Tempe, Arizona

Masters of Education in Learning Design and Technologies

2024

projected

University of Alabama Tuscaloosa, Alabama

Bachelor of Fine Arts in Studio Art: Digital Media
BFA Secondary Concentration: Photography

2009

IT Information Library Foundations Certification (ITIL)

2017

Lean Six Sigma Green Belt (ICGB)

2022

TechSmith Camtasia Explorer and Voyager Certifications

2024

TechSmith Snagit Certification

2024

The Presentation Company Crafting Visual Stories

2024

Technology Proficiencies

Adobe Illustrator, Photoshop, Audition, Acrobat | DaVinci Resolve | TechSmith Camtasia, Snagit
Microsoft Word, Excel, Outlook Visio | Atlassian Confluence, Jira | Elastic Kibana | Draw.io