Shane Alan Taylor

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TECHNICAL COMMUNICATIONS LEADER

Experienced manager and technical writer with experience in simplifying technical complexity for both internal and end users, scaling up documentation sets through structured authoring and docs-as-code automation, and using my experience and leadership to build up both my team and my colleagues.

SKILLS SUMMARY

Technical writing

Accessibility • Adobe Acrobat • API/CLI developer documentation • DITA XML • End user documentation • FrameMaker • Information architecture • Markdown • Minimalism • Oxygen XML Editor • RoboHelp

Content operations

Apache FOP • AWS • DITA Open Toolkit • Docs as code • Git/Bitbucket/GitHub • HTML/CSS • JavaScript • Jenkins pipelines • Linux/UNIX shell scripting • ServiceNOW • SEO • XML/RelaxNG schemas • XSLT, XSL:FO

Managing people and projects

Agile/scrum frameworks • Aha! • Communication • Crucial conversations • Education technology • JIRA • LMS platforms • Mentoring • Microsoft Teams • Prioritization • Slack • Workday • Zoom

PROFESSIONAL EXPERIENCE

Cengage Learning, Inc.

Independence, KY (remote)

Senior Manager, Technical Communications

2022 - 2025

Realized an FY25 case deflection savings of \$10.8 million by improving team effectiveness, adding a dedicated UX writer role, and using SEO optimization and AI integration.

- Enabled Salesforce Agentforce AI to deliver relevant help information in customer and agent support workflows, resulting in a 25× increase in the topics available in self- and agent-facilitated support workflows.
- Shortened the average help release cadence from twice monthly to weekly by improving automated release deployment and testing processes.
- Led a cross-functional working group that implemented a shared information taxonomy to standardize terminology and improve SEO across platform, marketing, sales, support, and help collateral.

Manager, Technical Communications

2017 - 2022

Transformed technical communications at Cengage from a cost center with dozens of scattered agent-focused PDFs into a self-service help experience with more than 5000 searchable customer-focused articles.

- Built a high-functioning distributed team by aligning writers' workflows, tools, and backlogs, resulting in faster delivery and improved consistency and quality. Trained team in DITA, git, agile, and CI build workflows.
- Automated content operations and enabled content reuse by migrating legacy content from Word, FrameMaker, and Flare to DITA.
- Developed iHub Integration Playbook REST API developer documentation to support third party tool integration.

Senior Technical Writer 2016 – 2017

Developed content strategy, vision, and architecture for user assistance/help.

- Developed Ant and shell scripts for Jenkins continuous integration builds.
- Wrote user interface text with collaboration from UX and product management.
- After Cengage's purchase of WebAssign, supported MindTap and SAM learning platforms and worked with new Cengage teammates to create shared style guidelines.

Technical Writer 2008 – 2016

Wrote topic-based help, embedded user assistance, and quick start guides for the WebAssign learning platform.

- Led conversion of FrameMaker source to DITA, improving the quality and consistency of help output and shifting from print-first to web-first content delivery.
- Wrote and maintained DITA-OT plugins for customized help, embedded user assistance, and PDF deliverables.

CTG, Inc., contracted to IBM Research Triangle Park, NC Technical writer 2005 - 2008TekSystems, Inc., contracted to Sealy, Inc. (IT Department) Trinity, NC **Technical Writer** 2005 - 2005T-P-S Inc., contracted to ABB Raleigh, NC **Technical Writer** 2003 - 2005Make Systems, Inc. (now OpNet Technologies) Cary, NC **Technical Writer** 2000 - 2001UPBEAT Program, VA GLAHS & UCLA Jonsson Cancer Center Los Angeles, CA Associate Program Mgr. for Computer Organization 1996 - 2000

EDUCATION

Graduate Study in English, University of Denver, Denver, CO **BA in English**, Murray State University, Murray, KY

VOLUNTEER WORK

Appalachian Trail Conservancy
Konnarock and Rocky Top Trail Crews

2013 – 2017, 2023 – present

DITA Open Toolkit

Contributor 2014 – present

Felton Grove High School Band Boosters

VP, Logistics (founding member) 2025 – present

Apex Friendship High School Band Boosters

VP, Volunteers; props and pit crews 2021 – 2025

Cengage Learning Women in Technology Employee Resource Group

Men as Allies Co-Lead 2023 – 2025

AWARDS, PUBLICATIONS, AND CONFERENCE PRESENTATIONS

Taylor S, Shanahan A. (2019, April 15–17). *Darwin and Linnaeus: Implementing a Content Taxonomy in DITA* [Conference presentation]. CIDM Content Management Strategies, Durham, NC.

Pinter M, Taylor S. (2018, April 23–25). *DITA for Small Teams* [Conference presentation]. CMS/DITA North America, Denver, CO.

Taylor S. (2018, April 23–25). *Jenkins, Meet DITA-OT* [Conference presentation]. CMS/DITA North America, Denver, CO. Taylor S. (2014, October 27–29). *Creating User Assistance with Agile Teams* [Conference presentation]. WritersUA East, Charleston, SC.

Malloy J, Pinter M, Taylor S. (2014, February 8). *DITA for Three: How a Small Tech. Comm. Department Converted to DITA and Improved Our Agility and Quality.* [Conference presentation]. SpeedCon Unconference on Technical Communication, Raleigh, NC.

Taylor S. (2014, February 8). *Technical Communications in Agile Environments*. [Conference presentation]. SpeedCon Unconference on Technical Communication, Raleigh, NC.

Taylor S. (2006, March). *Brushing your teeth with DITA*. [Conference presentation]. DITA 2006 Conference, Raleigh, NC. Royer CM, Dickson-Fuhrmann E, McDermott CH, Taylor S, Rosansky JS, Jarvik LF. (2000). Portraits of change: case studies from an elder-specific addiction program. *Journal of Geriatric Psychiatry & Neurology* 13(3), 130–3.

Schonfeld L, Dupree LW, Dickson-Fuhrmann E, Royer CM, McDermott CH, Rosansky JS, Taylor S, Jarvik LF. (2000). Cognitive-behavioral treatment of older veterans with substance abuse problems. *Journal of Geriatric Psychiatry & Neurology* 13(3), 124–9.

Peer-reviewed research poster presentations at professional conferences (1997–2000). UCLA Research Conference on Aging, Gerontological Society of America, International Psychogeriatric Association, American Psychiatric Association.