

Shane Alan Taylor

Holly Springs, NC (Raleigh area) • shane@taylortext.com • [linkedin.com/in/shaneataylor/](https://www.linkedin.com/in/shaneataylor/)

SENIOR DIRECTOR OF TECHNICAL WRITING

Quality-focused technical communications manager with seven years experience leading technical writing content strategy and operations for a 5000-person enterprise to improve usability, consistency, and discoverability for customers, internal stakeholders, developers, and LLM chatbots alike.

- 7 years managing, coaching, and mentoring a distributed team of technical writers, including performance management, KPIs, career development, retrospectives, and 1:1s.
- 20+ years as a technical writer, supporting external and internal users, developers, and sysadmins with structured help, quick starts, tutorials, PDF user manuals, and API and CLI reference.
- 10+ years project management experience and cross-departmental partnership with customer support, product, engineering, user experience, and marketing.
- Track record of scaling content processes to accelerate time to delivery while managing competing development timelines, business priorities, and customer pain points across a portfolio that included multiple business units with eight online learning platforms, seven LMS integrations, and hundreds of titles.
- 14 years experience implementing a docs-as-code pipeline to manage the CI/CD and content lifecycle of 5000+ articles; used structured authoring methodologies and modern tooling including Git, DITA, Markdown, DITA Open Toolkit, Oxygen, FrameMaker, RoboHelp, Confluence, Flare, Jenkins, and AWS.
- Experience with technical subject matter, including server management CLI, electrical distribution network modeling software, and API integrations (automated API reference by writing OpenAPI-to-DITA XSL transformation).
- Supported multi-region translation and localization workflows for IBM Systems Director docs.
- Worked across business units to establish global content strategy and terminology management taxonomy for help.
- UX writing experience, including collaborating with UX design and marketing on microcopy and in-product guidance.
- Experience using generative AI tools and implementing LLM metadata builds to support AI retrieval.
- Refined, expanded, and implemented consistent accessibility guidance for documentation.
- Instrumented help analytics and feedback; used data to drive improvements to both help and product experiences.

SKILLS SUMMARY

Managing people and projects

Agile/scrum frameworks • Aha! • Communication • Crucial conversations • JIRA • KPIs • Mentoring • Microsoft Teams • Prioritization • Slack • Smartsheet • Workday • Zoom

Technical writing

Accessibility and inclusivity • Adobe Acrobat • API/CLI developer documentation • Confluence • Content strategy • Contextual help • DITA XML • End user documentation • FrameMaker • Google Workspace • Information architecture • MadCap Flare • Markdown • Microsoft Office • Oxygen XML Editor • RoboHelp

Content operations

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

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, optimizing SEO, and integrating help with Salesforce AI.

- 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 average help release cadence from 2× monthly to weekly by improving release deployment and testing.
- 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.	
<ul style="list-style-type: none"> • 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 reuse by migrating legacy Word, FrameMaker, and Flare source to DITA. • Successfully managed competing development timelines, business priorities, and customer pain points across a portfolio that included eight online learning platforms, seven LMS integrations, and hundreds of titles. 	
Senior Technical Writer	2016 – 2017
Developed content strategy, vision, and architecture for user assistance/help. Built and maintained a git-based CI docs workflow using Jenkins and Bitbucket.	
Technical Writer	2008 – 2016
Wrote topic-based help, embedded user assistance, and quick start guides for the WebAssign learning platform.	
CTG, Inc., contracted to IBM	Research Triangle Park, NC
Technical Writer/Information Developer	2005 – 2008
TekSystems, Inc., contracted to Sealy, Inc. (IT Department)	Trinity, NC
Technical Writer	2005 – 2005
T-P-S Inc., contracted to ABB	Raleigh, NC
Technical Writer	2003 – 2005
Make Systems, Inc. (now OpNet Technologies)	Cary, NC
Technical Writer	2000 – 2001

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
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.