

# STAR LABRANCHE

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## EDUCATION

**Bachelor of Science in Business Administration** – ECPI University (July 2019)

**Bachelor of Arts in English Literature** – Mary Baldwin University (May 2008)

## RELEVANT EXPERIENCE

**ASM Research** – Fairfax, VA (remote position)

**2024 - Present**

### *Documentation Specialist*

- Brainstorming, outlining, composing, and editing a variety of documents, including Configuration Guides, Runbooks, CONOPs, and many more
- Taking detailed meeting minutes for senior-level meetings
- Collaborating on templates, articles, and guides to produce accurate and well-rounded content for DLA contractors and personnel
- Creating and presenting PowerPoint presentations for information and training

**Clearance: Secret**

**HII: Mission Technologies** – Norfolk, VA (remote position)

**2022 - 2024**

### *Technical Writer II*

- Created and edited technical documents for various projects throughout the Navy's educational training organization, NCTE
- Utilized Jira and Confluence to manage tickets and comments in real time
- Became an expert in several documentation forms and streamlined a system to fill and file them quickly and with no errors
- Created and managed Confluence pages to keep the team organized and on task

**Clearance: Secret**

**Discover Teas** – Williamsburg, VA

**2021 - 2022**

### *Social Media Manager (Contractor)*

- Managed social media for the brand, including scheduling and posting

- Created on-message copy, images, and content
- Assisted in convention and event operations for B2C sales

**Little River Poetry Festival – Norfolk, VA**  
**2016 - 2025**

***Digital Content Manager (Contractor)***

- Customized festival website with relevant information, including schedule and blogs
- Ran a successful ad campaign to generate interest in the festival, resulting in additional sign ups and awareness
- Attended the festival for multiple years, obtaining social media and blog content

**Chugach Government Solutions – Chesapeake, VA**  
**2019 - 2021**

***Technical Writer I***

- Formatted, edited, and finalized documents for consistency, readability, and accuracy
- Generated document templates to help ensure document uniformity
- Formatted, edited, and finalized several styles of documents including CONOPs, SOPs, Walkthroughs, Troubleshooting Guides, among others
- Collaborated with team members, including Subject Matter Experts (SMEs), other technical writers, PMO office, and otehrs

**Clearance: Secret**

**ECPI University – Virginia Beach, VA**  
**2016 - 2019**

***Content Marketing Specialist***

- Produced blog content which saw university website view rate increase consistently, year over year
- Managed and directed writers to produce useable content for blogs from four different brands
- Posted approximately 18 blogs per week on four different websites
- Used both Drupal and WordPress daily to manage and coordinate blog postings
- Assisted Social Media Specialist with event coverage, as well as social media content

**CERTIFICATIONS**

**Hubspot Search Engine Optimization Certification**  
**Hubspot Inbound Marketing Certification**  
**Hubspot Content Marketing Certification**