

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
- Writing, editing, and gathering information for RFPs (Request for Proposals)

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, and the PMO

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