

EMILY KOCH

Content Designer and Strategist

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EXPERIENCE

Content Designer (Promotion)

Atlassian

04/2019 - 03/2026 Remote

- Led end-to-end content design across Product, Engineering, Design, Support, and Advisory Services for executive-facing B2B SaaS products including Jira Align, Atlassian Focus, Atlassian Goals, and Atlassian Projects.
- Defined core product nomenclature and built foundational support content for the Atlassian Focus launch, supporting a 0-to-1 global enterprise rollout.
- Built AI-enabled content workflows and best practices for copy and video production across the content design org, reducing microcopy turnaround time by 90%.
- Shaped content design for high-impact product work including a navigation and roadmap overhaul, an OKR hub, and enterprise planning workflows spanning dependencies, risk, and strategic planning.

Junior Technical Communicator

AgileCraft - acquired by Atlassian

03/2018 - 04/2019 Austin, TX

- Administered a Zendesk help center with 300+ articles and led a full HTML/CSS retheme after the company's acquisition by Atlassian.
- Developed documentation and enablement videos for B2B SaaS applications used by executives and business leaders.
- Produced interactive training simulations for core product features, supporting \$40M+ in revenue.

Voice Actress

Freelance

2012 - Present Remote

- Provides professional vocal talent & editing for corporate instructional resources, animations, & video games while coordinating with directors and actors

Theatre Lead (Volunteer)

The Firebird Theatre

2021 - Present Remote

- Leads the integration of theatrical performance into video games, promoting accessible, nontraditional storytelling mediums by directing fully-remote teams of cast and crew

EDUCATION

BA, International Studies, German Minor

Virginia Tech

AAS, Music Recording Technology
Salt Lake City Community College

SKILLS

Confluence Loom Zendesk

Contentful Adobe Creative Suite

Adobe Captivate Figma

Microsoft 365 Google Workspace

Claude ChatGPT Gemini Rovo

Jira Trello Jira Align

Atlassian Focus Camtasia

Pro Tools Adobe Audition

Audacity