

## Emily Koch

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### EXPERIENCE

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#### Atlassian

April 2019-March 2026

Content Designer (*Promotion*)

Remote

- Led end-to-end content design workflows in cross-functional collaboration with Product, Engineering, Design, Support, and Advisory Services teams, delivering UI copy, content strategy, help documentation, and multimedia enablement resources for executive-level B2B SaaS products (ie. Jira Align, Atlassian Focus, Atlassian Goals, and Atlassian Projects) .
- Created content for the Atlassian Focus application launch, defining core object nomenclature and building foundational support resources to drive a successful 0-to-1 global enterprise app rollout.
- Developed and implemented AI-integrated content workflows and best practices for written copy and video production across the Atlassian content design org, cutting microcopy turnaround time by 90%.
- Shaped content design for high-impact product features including a full app navigation and roadmap overhaul, an OKR tracking hub, and enterprise planning workflows spanning dependency management, risk management, and strategic planning.

#### AgileCraft - *acquired by Atlassian*

March 2018-April 2019

Junior Technical Communicator

Austin, TX

- Administered Zendesk help center of 300+ articles; spearheaded comprehensive HTML and CSS help center retheming upon company acquisition by Atlassian.
- Developed documentation and enablement videos for B2B SaaS apps tailored to executives and business leaders.
- Drove production of interactive training simulations for core app features, supporting \$40M+ revenue.

#### Freelance

2012-Present

Voice Actress

Remote

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

#### The Firebird Theatre

2021-Present

Theatre Lead (Volunteer)

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

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AAS, Music Recording Technology - Salt Lake City Community College

BA, International Studies, German Minor - Virginia Tech

### SKILLS & TOOLS

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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