JANET MARINO

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SUMMARY

Content development and knowledge management professional with expertise in transforming complex information into clear, accessible resources for employees and customers. Experienced in developing and managing large-scale knowledge bases, creating audience-focused communications, and coordinating content governance, editorial workflows, and digital publishing.

Knowledge Management | Content Strategy | Content Development | Technical Writing | Communications | Digital Publishing
Editorial Workflows | Cross-Functional Collaboration | Project Coordination | Content Governance | Writing & Editing

EXPERIENCE

TRINET, Atlanta, Georgia (Remote) | **Knowledge Management Technical Writer,** 2022-2026

- Partnered with subject matter experts to translate complex operational information into 3,000+ knowledge articles and self-service resources supporting employees and customers.
- Managed knowledge lifecycle processes, coordinating stakeholder and legal/compliance reviews, approvals, publishing, maintenance, and retirement to ensure accurate, current content.
- Edited and quality-checked content prior to publication to ensure accuracy and adherence to standards.
- Performed content audits, analyzing user feedback, search behavior, and performance metrics to identify information gaps, improve help articles, and reduce inbound call volume by 15%.
- Developed and maintained structured knowledge content used for customer self-service and AI-assisted support.

TRINET, Dublin, California (Remote) | **Knowledge Base Project Coordinator,** 2021-2022

- Collaborated with stakeholders to build and scale a centralized enterprise knowledge base from 50 to 1,250 articles in six months, supporting 22,000 customers and 3,600 employees.
- Coordinated project tasks, stakeholder communications, content reviews, approvals, and documentation to support the development and governance of the knowledge base.

ANY LAB TEST, Alpharetta, Georgia | **Marketing Content Coordinator,** 2020

- Created and managed online resource library, maintaining document organization and access.
- Supported customer communications, onboarding resources, and training initiatives across multiple digital channels.

LOMA/LIMRA, Atlanta, Georgia | **Senior Marketing Associate,** 2008-2018

- Managed marketing communications for a global professional education organization, collaborating with operational leaders and program managers to develop campaign strategy and messaging.
- Developed content for presentations, webinars, video scripts, brochures, and other marketing and educational materials.
- Wrote and updated corporate website content, designing landing pages and navigation.
- Developed and executed email and referral campaigns that contributed to 10% annual growth in referrals and sales.
- Analyzed performance and audience engagement data to support product launches and marketing initiatives.
- Managed editorial calendar, content, and distribution for an industry newsletter reaching 5,500 members.

EDUCATION

Indiana University-Purdue University, Fort Wayne, Indiana | Bachelor of Arts, English and Communication Media
Instructional Design Graduate Certificate, University of Illinois Urbana-Champaign
Lean Six Sigma Yellow Belt Certificate

TECHNICAL SKILLS

Microsoft 365, Microsoft Teams, SharePoint, Wrike, AI Productivity Tools, Salesforce Knowledge, Canva, WordPress, Elementor, Ektron CMS, HTML, SEO, Adobe Dreamweaver, Adobe InDesign, Articulate Storyline