Marina Prestenbach

Orlando, FL | 225-326-5050 | marinapreste97@gmail.com | https://www.linkedin.com/in/marina-prestenbach/

WORK EXPERIENCE

Coinbase | *AI Content Strategist (Contract)*   Remote | April 2025 - March 2026

- Authored content optimized for both human agents and AI/LLM consumption, ensuring clarity, accuracy, and usability for both audiences
- Created structured knowledge base documentation and online help content supporting complex enterprise systems and customer support workflows
- Interviewed product managers and subject matter experts to document system functionality and workflows
- Rewrote and published 285 documentation articles supporting the Athena 2.0 platform launch
- Analyzed support tickets and AI performance signals to identify documentation gaps and improve content clarity
- Conducted UAT testing to validate documentation accuracy and usability before publication

University of Central Florida | *Instructional Design Assistant*   Orlando, FL | January 2025 - April 2025

- Developed web based training modules and instructional materials within Canvas LMS
- Translated complex procedures into structured learning content for internal teams
- Designed multimedia resources supporting onboarding and employee development initiatives
- Collaborated with staff and faculty to ensure content accuracy, usability, and learner alignment

Microsoft | *Technical Writer (Contract)*   Remote | Aug 2021 - Jun 2022 | Aug 2023 - Feb 2024

- Authored procedural documentation, user guides, and reference materials for enterprise scale M365 systems
- Translated complex workflows and technical processes into clear step- by-step documentation
- Developed training materials and internal knowledge resources supporting employee experience programs
- Used analytics and user feedback to improve documentation clarity and task completion

TikTok | *Help Center Content Strategist (Contract)*   Remote | Jan 2023 - May 2023

- Authored and maintained help center documentation for TikTok advertising and business platforms
- Documented platform workflows, account management processes, and system policies for enterprise users
- Partnered with engineering, product, legal, and localization teams to ensure documentation accuracy
- Managed content updates through ticketing workflows and performed reviews to maintain documentation standards

Adaya | *Tutorial Writer*   Remote | June 2022 - October 2022

- Authored step by step tutorials and user guides documenting platform workflows and product features
- Captured and annotated screenshots to support instructional documentation
- Published tutorials and knowledge base content using the Stonly documentation platform
Applied structured formatting and SEO practices to improve content discoverability

EDUCATION

University of Louisiana at Lafayette | *Bachelor of Arts, Mass Communication, Journalism*   Lafayette, LA | 2020

ADDITIONAL EXPERIENCE

Technical Skills: AI-Assisted Documentation, Knowledge Base Management, User Guides, Online Help, Web-Based Documentation, CMS: Contentful, HubSpot, WordPress, Azure CMS, Canvas LMS, SEO, UAT/QA, Process Documentation
Certifications/Courses: Instructional Design Certificate (UCF)