

# Marina Prestenbach

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## SUMMARY

Detail-oriented Technical Writer and Instructional Designer with 5+ years of experience translating complex concepts into clear, user-friendly content. Proven success creating internal documentation, SOPs, visuals, training materials, and knowledge base articles for companies like Microsoft, TikTok, and Coinbase. Skilled in cross-functional collaboration, version control, and optimizing content for AI and compliance standards. Currently pursuing an M.A. in Instructional Design and Technology, with a strong foundation in HTML, LMS tools, and content strategy. Passionate about building content that empowers users and supports scalable operations.

## EDUCATION

### University of Central Florida

Master of Arts, Instructional Design and Technology (Online program)

May 2026

GPA: 4.0

### University of Louisiana at Lafayette

Bachelor of Arts, Mass Communications (Journalism)

May 2020

## PROFESSIONAL EXPERIENCE

Coinbase | (Contractor)

April 2025 - July 2025

**AI Content Writer** | Transformed the internal knowledge base into structured, AI-optimized content for the Consumer Content team at Coinbase.

- Optimized content for clarity, consistency, and AI interpretability.
- Applied training in AI-driven content strategy to improve internal tooling performance.
- Collaborated with Content, Machine Learning, and Process Specialists.

University of Central Florida | Orlando, FL

January 2025 - March 2025

**Instructional Design Graduate Assistant** | Developed web course content within Canvas LMS for the Career Services team.

- Created training modules in Canvas LMS.
- Designed digital learning content, infographics, and Materia widgets to support interactive instruction in Canvas LMS.
- Developed the *Work+ Supervisor Onboarding Training* course, recognized as a model by UCF's Center for Distributed Learning.

Microsoft | (Contractor) | Redmond, WA

August 2023 - February 2024

**Remote Technical Writer** | Authored technical and training manuals for the Office 365 CXP FastTrack 2 Team at Microsoft.

- Developed training documentation and instructional content for enterprise audiences migrating to Office 365.
- Managed content in Azure CMS, utilizing HTML for web-based training solutions and aligning with governance protocols.
- Collaborated with SMEs, engineers, and cross-functional teams to align content with evolving business objectives.

TikTok | (Contractor) | Los Angeles, CA

January 2023 - May 2023

**Remote Help Center Content Strategist** | Created instructional content on TikTok's Product Help & Education team.

- Led end-to-end content lifecycle in Contentful CMS, optimizing user experience and SEO best practices.
- Collaborated with engineers, legal, developers, and localization teams to ensure content met quality and compliance standards.
- Mentored new technical writers during onboarding and supported content QA during compliance reviews.
- Balanced multiple projects while maintaining accuracy, ensuring content met legal/regulatory review requirements.

POOLCORP | (Contractor) | Covington, LA

September 2022 - January 2023

**E-Commerce Content Specialist** | Wrote for this Fortune 1000 company, the world's leading wholesale distributor of pool supplies.

- Managed marketing content in inRiver CMS, ensuring alignment with brand voice and SEO strategy.
- Edited and proofread team content; collaborated via Microsoft Teams to streamline workflows.
- Tailored product copy for target audiences, ensuring accuracy and consistency across digital platforms.

Microsoft | (Contractor) | Redmond, WA

August 2021 - June 2022

**Remote Technical Writer** | Developed training content as part of the Employee Experience Success Team at Microsoft.

- Produced training scripts, PowerPoint presentations, and video content for global employee training.
- Maintained version-controlled repositories in SharePoint and GitHub to streamline access and updates.
- Led user acceptance testing (UAT) to ensure documentation accuracy and usability.
- Facilitated stakeholder content reviews and incorporated feedback to enhance training quality.

Dexcomm Answering and Communications Services | Carencro, LA

December 2019 - March 2021

**Content Marketing Manager** | Telecommunications corporation that provides answering services to U.S. and Canadian businesses.

- Developed B2B email templates, infographics, FAQs, blogs, and landing pages in HubSpot CMS.
- Led social media management and monthly content calendar creation, driving engagement.
- Conducted SEO audits and optimized web content to improve KPIs; collaborated with sales and marketing teams.

The Cypress Lake Wire Service | Lafayette, LA

January 2019 - May 2020

**Journalist** | Created content for public via University's online news platform designed to train journalists.

- Researched, developed, and published news stories adhering to AP style.
- Collaborated with editorial teams via Slack and published stories using Markdown.

## **TECHNICAL SKILLS**

- **Instructional Design & Training Development:** eLearning, Storyboarding, Canvas, Materia
- **Content Management Systems:** Contentful, Azure CMS, HubSpot, WordPress, inRiver
- **Technical Skills:** HTML, CSS, Figma, Adobe Dreamweaver, Microsoft Suite, Scriptwriting, Video & Audio Editing
- **Collaboration Tools & Project Management:** SharePoint, GitHub, Jira, Microsoft Teams, Agile, Scrum methodologies
- **Visual & Multimedia Tools:** Canva, Materia, Adobe Suite, Animaker

## **PROJECTS**

*Work+ Supervisor Onboarding Training* (UCF, 2025)

- Developed as part of Instructional Design GA role.
- Recognized by UCF's Center for Distributed Learning as a **model non-instructional course** for future IDL6543 cohorts.
- Cited as a standard for professional development design.