

# Marina Prestenbach

Orlando, FL | 225-326-5050 | marinapreste97@gmail.com | [LinkedIn](#) | [Portfolio](#)

## WORK EXPERIENCE

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- Disney** | *Sr. Technical Writer (Contract)* Orlando, FL | April 2026 - Present
- Designed and led a comprehensive content systems audit across enterprise technology documentation, identifying structural gaps and improving clarity, discoverability, and content consistency across knowledge domains
  - Built content governance frameworks including standards, taxonomy, and lifecycle rules to ensure scalable and consistent content behavior across systems and teams
  - Owned information architecture for enterprise technology content, redesigning structure and navigation to improve how users interpret and interact with complex system information
  - Developed an AI enabled documentation strategy focused on structured, reusable content designed to support future AI driven knowledge systems and retrieval workflows
  - Managed Confluence based content ecosystems, ensuring alignment between structured knowledge, governance rules, and cross team content accuracy
- Coinbase** | *Technical Writer (Contract)* Remote | April 2025 - March 2026
- Designed structured interaction workflows and response guidelines for AI assistant agents supporting customer interactions, defining how automated systems interpret user intent and generate consistent, accurate responses
  - Supported content migration and launch strategy for 200+ help center articles in Contentful, aligning content structure with evolving product and AI supported support experiences
  - Translated stakeholder and SME input into structured content models, taxonomy, and documentation standards to ensure consistency across customer facing information systems
  - Partnered with product and operations teams to refine content logic and agent behavior rules, improving clarity, accuracy, and consistency in AI assisted customer support flows
  - Developed scalable content frameworks/automation workflows to improve content reuse and operational efficiency
- University of Central Florida** | *Instructional Design Assistant* Orlando, FL | January 2025 - April 2025
- Designed and launched web-based training experiences within Canvas LMS to support internal initiatives
  - Translated complex processes into user-focused digital learning content, improving usability and comprehension
  - Collaborated with stakeholders to define content requirements and learning objectives
  - Developed multimedia assets to enhance engagement and support learning outcomes
- Microsoft** | *Technical Writer (Contract)* Remote | Aug 2021 - Jun 2022 | Aug 2023 - Feb 2024
- Managed creation and updates of enterprise digital content for M365 systems, supporting internal and external users
  - Translated technical workflows into clear, actionable content supporting user journeys and task completion
  - Partnered with cross-functional teams to gather requirements and align content with product and business needs
  - Used analytics and feedback to optimize content performance and improve user engagement
- TikTok** | *Help Center Content Strategist (Contract)* Remote | Jan 2023 - May 2023
- Managed help center content lifecycle in Contentful for advertising and business platforms
  - Translated stakeholder requests into actionable content updates and structured deliverables
  - Collaborated with product, engineering, legal, and localization teams to ensure accurate and timely content releases
  - Oversaw content updates through ticketing workflows, ensuring quality, consistency, and on-time delivery
  - Trained writers on content standards and workflows to support scalable content operations
- Dexcomm** | *Content Marketing Manager* Lafayette, LA | Dec 2019 - March 2021
- Owned multi-channel digital marketing content strategy, creating and managing email campaigns, blogs, landing pages, social content, and paid advertising initiatives
  - Managed content calendar, stakeholder input, and campaign execution timelines
  - Used SEO and analytics to optimize performance and improve conversion rates
  - Built content systems, templates, and style guides to support scalable content production and brand consistency
  - Collaborated with internal teams and external contributors to deliver marketing initiatives on schedule
- The Cypress Lake Wire** | *Staff Writer* Lafayette, LA | Dec 2019 - May 2020
- Reported and wrote news stories covering local business, community, and regional topics
  - Conducted interviews, researched sources, and verified information to ensure accuracy and credibility
  - Produced content under editorial deadlines while adhering to journalistic writing standards

## EDUCATION

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**University of Louisiana at Lafayette** | *Bachelor of Arts, Mass Communication, Journalism*  
**University of Central Florida** | Graduate Certificate, Instructional Design

Lafayette, LA | 2020  
Orlando, FL | 2026

## ADDITIONAL EXPERIENCE

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**Content & Product Skills:** Digital Content Strategy • Content Operations • Stakeholder Management • Content Lifecycle Management • Requirements Gathering • SEO & Analytics (Google Analytics) • Conversion-Focused Content  
**Technical & Tools:** CMS: Contentful, HubSpot, WordPress • SharePoint • Airtable • Salesforce • Canvas LMS • Knowledge Base Systems • AI-Assisted Workflows • Jira • Confluence