



LISA SELUGE, MFA

UX WRITER/ EDITOR
PROJECT MANAGER
CONTENT MANAGER

Profile

Writing is my first language. I'm a storyteller and narrative composer skilled in understanding and adapting brand voice and audience. Adept at simplifying technical instruction and crafting call-to-action content in a range of fields such as tech, entertainment, design, telecom, non-profits, and e-commerce product marketing. Experienced in AI prompt engineering and chat bot testing. Enthusiastic about digital library maintenance for consistency, logic, and predictability.

I enjoy inspiring teams and working toward a common goal. Comfortable communicating and interacting at all corporate levels for alignment on content, management, and objectives.

EXPERIENCE

Tech Mahindra contract to Microsoft – Manager / Editor/Quality PM July 2022 –Present

Leading a team of 6 offshore technical writers serving Microsoft Advertising Technical Service Engineers. Responsible for quality, consistency, instruction, and innovation in improving quality and service. Inspired cultural sea change to improve service interactions and efficiency between vendor and client teams. Responsible for training teams on AI testing and prompt engineering to provide feedback for engineers. Responsible for support-related communications and documentation. Digital librarian.

Contract to Microsoft – UX Writer / Editor May 2022 –July 2022

Editing a library of user support documents for voice and clarity on the Worldwide Learning Team and Global Content for Bing Advertising. Consulting on logical flow and supporting accessibility for the Exam Accommodations team; creating/editing content for self-help documents used by exam candidates with disabilities.

Artitudes Design – Project Manager / Editor June 2020 –May 2022

Client communications, client meeting discovery meetings, editing, interpreting, invoicing, reporting, managing 12 to 20 clients /projects simultaneously. Deliverables on time and on budget. Speech and script writing, marketing, and web content development. Clients include Microsoft, Winebow, Ste. Michelle Wine Estates, Redfin.

Lionbridge - Line Editor /AI Dataset Coding Oct 2019 – Mar 2020

Edited a large database of user text into concise written discourse. Developed trainingtools for new team members. Tagged, classified, transcribed 500 +/day.

Starfire Direct – User Engagement Writer Jul 2016 – May 2018

Created content for blogs, email blasts, technical instruction, product description. Doubled Pinterest impressions and average daily views. Management of Shopify, Magento, Excel product upload management

Wireless Workforce – Training, Media Producer Aug 2006 – May 2016

Implemented enrollment / certification software processes. Wrote marketing, socialmedia, white paper content as well as video script. Handled customer & vendor relations, maintained customer satisfaction 90% positive.

PUBLICATIONS

I'm the author of the novel, *Narrow Girls on a Blue Profound Stage*, Propertius Press, 2022.

Recently published nonfiction in Brevity Blog, Atticus Review, and Third Street Beach Reads, Vol. 1 and 2. Recipient of the Jason Wenger Award for Literary Excellence.

SKILLS

Creative content writing	User engagement
Editing /Coaching content	Project Management
Speech writing/ Video scripting	Group instruction
Brand voice specialist	Photography
Meeting conductor	Creative direction
Prompt engineering	Chat bot testing

EDUCATION

Creative & Literary Arts MFA – Non-Fiction – University of Alaska

May 2016 – July 2020

Creative thesis: coming of age in classical ballet (270 pages). Technical thesis: legal implications of writing about real people. GPA 4.0. Winner of the Jason Wenger Award for Literary Excellence

Geography – Bachelor of Arts -California State University Long Beach

Sept. 1988 – May 1991

Focus on cartography, meteorology, wildlife management, and Native American anthropology. GPA 3.8

Graphic Design - Saddleback Community College

June 1985 – Sept 1988 GPA 3.8

Software and Platforms:

Microsoft365	Adobe Photoshop
SharePoint	Teams
Figma	Shopify
NetSuite	Microsoft Project

Personal Interests

I'm passionate about documenting and preserving visual moments for families and organizations. My side-gig photography business, SoulWindowPortraits.com, has been operating for fifteen years.

I spent my early years as a professional ballet dancer and turned to teaching classical ballet, choreography, and production later in life. I am still active in the performing arts. Experience on the stage and behind the scenes has prepared me in surprising ways throughout my professional career. I am a strong public speaker and always happy to coach others to achieve effective communication. I am quick to organize a group, direct under pressure, and motivate others.

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