




# KATIE BLASZKIEWICZ


SENIOR TECHNICAL WRITER & EDITOR


## CONTACT

 Chatham, ON

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## SUMMARY

With over 13 years of experience in writing and editing, I help brands and creators craft clear, compelling content that tells their story with purpose and precision. I believe in the power of great communication and specialize in refining writing so that messages are impactful and authentic. Whether it's blog posts, web copy, or marketing materials like pitch decks, e-books, and emails, I collaborate closely with teams to create content that resonates with audiences and builds trust. From fine-tuning details to shaping a brand's unique voice, I'm dedicated to producing high-quality content that drives results and fosters connection.

## EDUCATION

**2023–2024**  
**UNIVERSITY OF WASHINGTON**  
**PROFESSIONAL & CONTINUING EDUCATION**

- Certificate in Storytelling & Content Strategy

**2008–2009**  
**UNIVERSITY OF WATERLOO**

- Master of Arts in Public Issues Anthropology

**2004–2008**  
**UNIVERSITY OF WATERLOO**

- Bachelor of Arts (Honours) in Anthropology

**2000–2004**  
**URSULINE COLLEGE CHATHAM**

- Ontario Secondary School Diploma

## WORK EXPERIENCE

**Indigo Slate** **NOVEMBER 2020–PRESENT**  
**Senior Technical Writer & Editor** **JULY 2023**  
Vancouver, BC (Remote)

- Collaborated on the creation of diverse B2B marketing assets—including pitch decks, web banners, social ads, landing pages, e-books, emails, infographics, martech copy, and Microsoft Copilot e-books—supporting Microsoft's global partner ecosystem as part of a 35+ member team for the Microsoft Partner Marketing as a Service initiative.
- Oversaw communications for long-term change management projects with Cloud Software Group and Oncourse Home Solutions.
- Led the Americas West team during our company-wide team-building event, ToGather Day, in October 2024.

**Technical Writer & Editor** **NOVEMBER 2020–JUNE 2023**

- Edit a variety of documents, e-books, presentations, and websites for high-tech customers, including Microsoft, Amazon, SAP, Veeam, VMware, Assurant, Southern Farm Bureau Casualty Insurance Company, Hearts On Fire, and Wizards of the Coast.
- Work closely with subject matter experts across teams to develop targeted and accurate content.
- Edit and format technical documents for use by IT professionals.
- Shape technical subjects into compelling marketing content.
- Ensure content follows appropriate style and client guidelines.
- Ensure deliverables are submitted error-free and on time.

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## SKILLS

- Developmental editing
- Copyediting
- Proofreading
- QA
- Aligning content with client-specific style guides
- Shaping voice and tone to resonate with the intended audience
- Interviewing subject-matter experts

## DELIVERY EXCELLENCE

- Adaptability
- Change management
- Client relationship management
- Collaboration
- Communication
- Leadership
- Motivation
- Multitasking
- Organization
- Project coordination
- Project management
- Systems-based thinking
- Task prioritization
- Teamwork
- Time management

- Work with fellow team members to update Indigo Slate's internal style guide.
- Assist with quality assurance (QA) checks when necessary.
- Led the Accessibility team in growing Indigo Slate's accessibility standards and creating accessible experiences for all.

### RM Sotheby's

FEBRUARY 2016–MARCH 2019

#### Proofreader & Editor of *SHIFT* Magazine

Blenheim, ON

- Proofread all catalog content; published catalog content on the RM Sotheby's website for all auction consignments using corporate CRM.
- Established and implemented corporate style guide; worked closely with the Research department to account for classic car industry norms and idiosyncrasies.
- Created content and routed catalog layout binders for appropriate approvals in a timely manner.
- Functioned as the main point of contact for translators when working on multilingual catalogs, advertisements, and other marketing projects.
- Edited and proofread all marketing material; wrote miscellaneous corporate content.
- Regularly updated content on the RM Sotheby's website via Umbraco.
- Managed, edited, and proofread content for *SHIFT* Magazine; worked with in-house and freelance writers to gather content; routed content to Creative department for layout.
- Worked as the media buyer/advertising coordinator, to create advertisements and consult with advertising representatives worldwide.
- Attended RM Sotheby's auctions when necessary to assist with day-to-day operations.

### Goodwill Career Centre

AUGUST 2015–JANUARY 2016

#### Employment Consultant

Chatham, ON

- Supported Goodwill clients in job development, matching, and retention.
  - Enhanced awareness of Goodwill's services to employers through various initiatives.
  - Collaborated with clients in assessing service needs, evaluating interests and transferrable skills, teaching job search tools and strategies, and managing issues related to unemployment.
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## TOOLS

- Microsoft 365 suite
- Microsoft 365 Copilot
- Google suite
- Adobe Acrobat
- Monday.com
- Figma
- Frame.io
- REV

## AWARDS & SELECT TRAININGS

### INDIGO SLATE

- Recognized as Slatarian of the Month in October 2023 for outstanding work and accomplishments.

### SKILLSOFT

- Design Thinking for Innovation
- Optimizing Virtual Collaboration
- Harnessing the Disruption of Generative AI

### MICROSOFT LEARN: ACCESSIBILITY FUNDAMENTALS

- Introduction to disability and accessibility
- Microsoft accessibility features and tools
- Creating accessible content with Microsoft 365
- Digital accessibility

- Counseled, enhanced self-esteem, and provided support and encouragement throughout the development and follow through of service plans and activities.
- Assisted clients in goal setting and problem solving in skills identification and skills deficit resolution strategies, including application for Employment Ontario programs.
- Provided case data management for the collection and maintenance of services.
- Provided clients with information and referrals concerning appropriate and available community resources.

### Scribendi Editing & Proofreading

AUGUST 2012–JULY 2015

#### In-house Editor

Chatham, ON

- Edited and provided QA on copy for a variety of media, including direct mailers, brochures, emails, blogs, websites, social media, and presentations.
  - Adhered to established QA processes and practices while always looking to improve upon them.
  - Reviewed, researched, and edited copy for grammar, facts, and data.
  - Functioned as the Duty Editor on a weekly basis: managed the company work dashboard, delegated tasks, and provided direction to remote editors; ensured all client deadlines were met.
  - Regularly conducted QA checks at designated intervals.
  - Conducted research and produced content for the Marketing department (articles, blog posts, e-books, and SlideShares) to increase engagement and growth; created and edited the company's monthly newsletter.
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