Maria Lea Luisa Chavez

Email: louiechavez2011@gmail.com
Mobile/Viber: (063) 956-924-5140
Address: Kalibo, Aklan, PH
Availability: Immediate

PROFILE SUMMARY

Seasoned technical writer and editor with extensive experience deconstructing complex topics into easy-to-digest content for technical, marketing, and business audiences. Collaborates with cross-functional teams and stakeholders to deliver accurate documentation specifications across multiple projects.

Brings robust expertise in technical documentation, proposal writing, and AI-inspired content/tutorial creation, centering on accuracy, clarity, and actionable results. Possesses a strong aptitude and interest in quickly learning and adapting to new tools, systems, and workflows.

Now I combine that experience with GoHighLevel, automation, AI, and modern content tools to help businesses build better systems and communicate more clearly.

CORE SKILLS & COMPETENCIES

- ◊ Technical Writing
- ◊ SOP Creation
- ◊ Proposal Writing
- ◊ Document Management
- ◊ Project Coordination
- ◊ Content Writing & Editing
- ◊ Marketing Assets
- ◊ AI Video & VSL Creation
- ◊ Graphics Design
- ◊ Email Management
- ◊ Calendar Management
- ◊ SEO

TECHNICAL ACUMEN

Office Productivity Software	MS Office 365, Google Suite
Image/Visual/Layouting Tools	Adobe InDesign CC, Adobe Photoshop CC, Adobe Illustrator CC, and Canva
AI Tools	Synthesia, Grammarly, Claude AI, ChatGPT 4, Gemini, and Freepik
CMS, CRM & Collaboration Tools	WordPress, Confluence, SharePoint, Trello, Asana, Salesforce, & Go High Level

PROFESSIONAL EXPERIENCE

Technical Writer/Special Projects (WFH)
Netfone – New Zealand (netfone.io)
Nov 2023 - April 2026

Streamlined the documentation process through the creation of standardized templates, ensuring timely delivery of high-quality technical documents for internal and external audiences.

Key Responsibilities:

- ◊ **Technical Documentation:** Collaborated with cross-functional teams and pertinent stakeholders to create technical documents, including proposals, SOPs, user guides, and knowledgebase articles, enhancing customer understanding and reducing inquiries to the Support Helpdesk.
- ◊ **Proposal Creation:** Developed detailed, client-ready proposals using Proposify. Followed the requirements and scope provided by account managers. Ensured accuracy in pricing, timelines, and deliverables. Clarified details and incorporated feedback from account managers and clients.
- ◊ **Marketing Materials:** Wrote and created marketing materials such as brochures and datasheets targeted for the hospitality industry.
- ◊ **AI Video / VSL Creation:** Developed scripts and storyboards to produce AI video tutorials and video sales letters (VSLs).

Selected Accomplishments:

- ◊ Standardized technical documentation templates to ensure consistency, accuracy, and full compliance with the company's brand guidelines.
- ◊ Collaborated with cross-functional teams, including marketing and sales, to produce high-quality datasheets and brochures that 100% adhere to the company's brand guidelines, earning recognition with the **Spot Award**. This award was a monetary reward for outstanding work and exceptional contributions.

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PROFESSIONAL EXPERIENCE [Continued]

Freelance Instructional Designer / Technical Writer
Per Project basis - on Upwork *Jan 2023 – Nov 2023*

Managed and authored different clients' requirements on technical documentation such as videos, user guides, SOPs, proposals, among others.

Key Responsibilities:

- **Instructional Design:** Wrote scripts and storyboards to create AI videos on popular and latest AI tools such as ChatGPT, Tango, Stable Diffusion, Tome, and others.
- **Technical Documentation:** Wrote and created technical documentation such as user guides, SOPs, and knowledgebase articles, among others.

Technical Writer / Lead Generation Specialist (WFH)
ZeeFi – Melbourne, Australia *Oct 2021 – Oct 2022*

Delivered thoroughly-researched and well-written documentation requirements referencing available resource materials, interviews with subject matter experts such as the project managers and software engineers, and online searches.

Key Responsibilities:

- **Technical Documentation:** Developed the company's documentation solutions, mostly from scratch, such as training manuals, user guides, process flowcharts, SOPs, online training content, and internal knowledge base articles for print as well as online format through Confluence or SharePoint.
- **Customer Info Updating:** Updated customer information, as well as added new customers' information in Salesforce.
- **Lead Generation & Email Campaigns:** Performed online searches to generate leads or potential clients and sent out email campaigns to them.

Selected Accomplishment:

- Standardized the companies' documentation systems via the creation of templates containing the product specifications/features, getting started details, and other general or basic sections.

Technical Writer (WFH)
WHS& More Skills/Kallibr - Queensland, Australia *Mar 2018 – Mar 2021*

Delivered thoroughly-researched and well-written documentation requirements referencing available resource materials, interviews with subject matter experts such as the project managers and software engineers, and online searches.

Key Responsibilities:

- **Technical Documentation:** Developed the company's documentation solutions, mostly from scratch, such as training manuals, user guides, process flowcharts, SOPs, online training content, and internal knowledge base articles for print as well as online format through Confluence or SharePoint.
- **Customer Info Updating:** Updated customer information, as well as added new customers' information in Salesforce.
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- Standardized the companies' documentation systems via the creation of templates containing the product specifications/features, getting started details, and other general or basic sections.

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PROFESSIONAL EXPERIENCE [Continued]

Technical Writer | Technical Editor [Oct 2007 | Team Leader | Senior Manager
Technical Documentation Department, ASUSTeK (Shanghai) Inc [ASUS] – Shanghai, China
May 2006 - May 2017

Worked in ASUS Shanghai for 11 years, progressing from the roles of Technical Writer, Technical Editor, Team Leader, and eventually to Senior Manager.

Key Responsibilities:

- **Project Management & Task Scheduling:** Communicated directly with project managers with regard to their technical documentation requirements. Assigned projects and tasks to the English team members.
- **Training & Mentoring:** Managed, trained, and guided the English team members on their daily activities and tasks pertaining to their projects.
- **Technical Writing & Editing:** Delivered well-written and thoroughly edited documents based on the available resource materials, interviews with subject matter experts such as project managers, software engineers, and third-party vendors, and online searches.

Selected Accomplishments:

- Collaborated with cross-functional teams to develop and create the ASUS Manual of Style, which contained guidelines on simplified English usage, correct grammar, punctuation, and other guidelines.
- Enhanced clarity and veracity on user manuals, direct response marketing materials, and other documentation post-review and editing work.
- Standardized the company's documentation with new product templates and the ASUS Manual of Style.
- Awarded the **2015 Employee of the Year**.
- Frequently sent to ASUS Taipei HQ as Documentation Support for new products/projects.

ADDITIONAL NOTEWORTHY EXPERIENCE

Project Manager, Software Department
Suzsoft Co Ltd – Suzhou, Jiangsu, China
Oct 2005 – Apr 2006

Technical Documentation Engineer
Axis Electronics Co Ltd – Wujiang City, Jiangsu, China
May 2004 – Oct 2005

Information Architecture Engineer | Project Manager
In-House Project: Asian Development Bank (ADB)
Slingshot Interactive (Phils) Inc – Ortigas City, Philippines
Sept 2000 - Apr 2004

Documentation Engineer II
Digi Software (Phils) Inc – Makati City, Philippines
May 1998 – Aug 2000

EDUCATION

BS Development Communication
University of the Philippines Los Baños – Laguna, Philippines
1996

CERTIFICATIONS

- **Adobe Premiere Pro Masterclass (6 Days)**
  Graphics Media Training Philippines
- **Go High Level (GHL) CRM Masterclass**
  Go High Level Champs - Training Philippines
- **Go High Level (GHL) InDepth Mentorship**
  Go High Level Champs - Training Philippines
- **Facebook Meta Ads Training & Andromeda**
  Meta Ads Expert - Vincent Dulay
- **Generative AI Mastermind**
  Outskill