

# Mark Boeckenstedt

 (BOCK-instead)

[Portfolio](#) [LinkedIn](#) [Contact](#)

## Expertise

### Soft Skills

- Cross-functionality
- Public speaking
- Project management
- Attention to detail
- User-centered design

### Technical Skills

- Figma
- InDesign
- Camtasia
- HTML & CSS
- MS Office

## Experience

### [CreateASoft](#) | Lead, Content Strategy & Design

2021 - Present

- Oversaw design, development, and production of digital and printed content across multiple channels for an audience of SaaS enterprise application end-users and buyers
- Led a comprehensive website overhaul; designed webpage layouts & graphics; crafted copy with attention to style and tone; and designed alternate product logos and brand marks
- Designed and published printed one-pagers, product guides, and brochures; coordinated with external printers to ensure quality and on-time delivery of print materials
- Owned the production process for video collateral--including product showcases and e-learning tutorials--with attention to structure, pacing, accessibility, and approachability for end-users
- Wrote, published, and distributed blog posts, newsletters, e-mail campaign messages, social media posts, and B2B proposals with emphasis on voice, tone, and clarity
- Collaborated cross-functionally with Engineering, Product, Sales, and Marketing teams to develop compelling storytelling and brand strategies across all content channels
- Managed simultaneous deliverables and variable deadlines in an Agile environment while ensuring high standards of documentation quality and accuracy

### [Whole Foods Market](#) | Communications Designer

2017 - 2021

- Supervised a team of over 50 Team Members, delegating daily store support tasks and handling difficult customer situations to uphold high standards of service
- Designed and distributed internal communications, including training material, SOPs, and weekly huddles to maintain a high-performing team and minimize turnover
- Developed and deployed regional store signage and communications solutions to enhance Team Member service and improve customer experience
- Wrote, designed, and updated department documentation, including job duty reference guides and procedural documents to streamline internal communications processes

## Education

### [Actualize Coding Bootcamp](#) | Full-Stack Software Engineering Certificate

2024

### [Oregon State University](#) | Technical Writing Certificate

2022

### [DePaul University](#) | Bachelor of Arts: [Writing, Rhetoric & Discourse](#)

2017