

JOEL LARIN

CONTENT STRATEGY & EXPERIENCE LEAD

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SUMMARY

I manage complex web properties end-to-end, aligning content, design, and measurement to drive adoption and durable growth.

PROFESSIONAL EXPERIENCE

Web Content Manager, Appian Corporation, Mclean, VA

Apr 2022 - Present

- **Own the Success platform** on the Appian Community site, setting the structure, editorial standards, and governance that keep content scalable and consistent as the site grows.
- **Produce customer-facing webinars and events** for financial services, defense, and government audiences to drive adoption and engagement.
- **Develop messaging and produce key deliverables** across executive thought leadership, campaigns, blog content, web copy, and internal communication aligned to business goals.
- **Use GA4 and Tableau to improve UX and content performance** — contributing to a 30% YoY increase in monthly users — while supporting SEO through metadata hygiene and campaign tagging.
- **Partner with Product, Marketing, and Customer Success** to prioritize initiatives, streamline intake, and deliver customer-facing content on schedule.

Technical Writer, Bluebeam, Pasadena, CA

Oct 2019 - Apr 2022

- **Owned end-to-end support documentation** for customers and partners—how-to guides, troubleshooting, enterprise deployment, and integrations—to improve onboarding and adoption.
- **Unified documentation analytics** across GA, Hotjar, Salesforce, and internal search to surface insights and guide improvements.
- **Managed the documentation backlog**, using data to prioritize work, align stakeholders, and keep delivery on track.

TOOLS & SKILLS

Skills: Content Strategy • UX Writing • Web Content Mgmt • Customer Enablement • GenAI-Assisted Content (Prompting, Editing, Evaluation) • Analytics • Program Mgmt

Tools: Adobe Creative Cloud • Jira • Google AI • GA4 • Power BI • Figma • Confluence • Salesforce • Adobe Experience Manager • Wordpress • Drupal

EDUCATION

Bachelor of Arts in English Language & Lit with a Minor in Chemistry
California State Polytechnic University, Pomona

Aug 2014 - Jun 2017

ADDITIONAL INFORMATION

Languages: English, Spanish, German (B1).

Certifications: Designing and Building AI Products and Services (2024, MIT Professional Education), Visual Design (2023, General Assembly)