

# Michael Koch

Bilingual (English/German) content strategist, editor, and writer with twenty-plus years' experience producing exceptional informational, marketing, and technical content for diverse audiences.

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## EXPERIENCE

### MIKOWORX | Content Strategist, Editor, Writer 02/12–present

Produce, edit, and write print and online content for businesses, nonprofits, and start-ups. Clients include: The Bronx Museum of the Arts, Camden House, Center for the Study of Ethnicity and Race, El Museo del Barrio, Fordham University Press, NYU Press, Thoughtworks.

### BLUE SHIELD OF CA | Content Strategist/Information Architect (Contract) 06/19–12/19

Planned a new Medicare site experience, developed content governance, and collaborated with UX designers and researchers to improve user experiences across the BSCA web properties and apps.

### JPMORGAN CHASE | Lead Content Strategist (VP) 01/18–03/19

Partnered with designers, researchers, product owners, and leadership to plan and produce the best possible developer-focused content for the bank's new API portal and help drive their API initiative.

### JPMORGAN CHASE | Senior Content Strategist (Contract) 09/17–12/17

Partnered with team members, product owners, and engineering to deliver best-in-class content for the bank's Merchant Services and Payments digital products.

### SLACK | Content Strategist (Contract) 10/16–12/16

Worked with the engineering and marketing teams on the redesign of the company's website to help increase reach and conversion to Slack, a cloud-based messaging platform for businesses and work groups.

### DECLARATIV/MONTAGE STUDIO | Documentation and Content Lead 04/13–06/14

Planned, wrote, edited, and managed developer and UI content for a Silicon Valley startup working on a cloud-based HTML tool and JavaScript framework.

### ADOBE SYSTEMS | Senior Content Strategist 06/07–01/12

Planned, sourced, edited, and maintained site content for key areas of the Adobe Developer Connection—a dynamic, high-volume environment for helping users make the most of Adobe products.

### ADOBE SYSTEMS | Senior Marketing Writer 07/06–05/07

Wrote, edited, and managed content for web, print, and multimedia projects.

### MK PUBLICATION SERVICES | Editor, Writer, Project Manager 06/97–06/06

Produced and art-directed visually rich publications from concept through final deliverables and provided editorial and writing services. Clients included: Adobe Systems, Macromedia, Microsoft Press Online, and Sun Microsystems.

## SOFT SKILLS

Excellent communication, editing, writing, and project management skills

Strong content and user-centered design instincts with exacting attention to detail

A knack for juggling and prioritizing multiple projects on tight timelines

Technical savvy with a deep curiosity and ability to jump in and learn new tools

Exceptional ability to break down complex problems and evaluate possible solutions

A passion for finding the right balance between users' needs and business goals

## TECHNICAL PROFICIENCY

Common tools of the trade (incl. Microsoft Office, Adobe Suite, InVision, iWork, Omnigraffle)

Presentations, spreadsheets, and templates

HTML, CSS, CMS

SEO and web analytics

Scrum/agile methodologies (Jira and Confluence)

## EDUCATION

**University of Arizona**  
MA Media Arts

**University of Stuttgart**  
BA Linguistics / English

## WORKSHOPS & TRAINING

**Design Thinking**  
General Assembly

**Adobe Premiere**  
Adobe Systems

**Adobe Flex and Adobe AIR**  
Adobe Systems

**JavaScript for Programmers**  
Academy X

**Video Production and Editing**  
Bay Area Video Coalition

**Media Production**  
Film Arts Foundation

**Business of Publishing**  
UC Berkeley Extension

**Web Media Design and Production**  
Stanford Workshop