

Roula Seikaly

Oakland, CA / 415-30-2620 / roula@roulaseikaly.com / Portfolio

Technical Writing and Editing Specialist

Technical Writing–Technical Editing–User Experience Writer–Editor–Assistant Editor

Qualifications

- Accomplished at creating technical reports, documents, web content, and product descriptions.
- Expertise preparing user experience documents, manuals, instructions, and grants.
- Excel at preparing and editing interviews, presentations, executive summaries, and essays.
- Background includes writing application programming interfaces (APIs) and user experience (UX) content.
- Outstanding project management, collaboration, communication, and prioritization skills.
- Certified in Professional & Technical Writing.

Experience

2016-Present

Humble Arts Foundation – *Senior Editor and Co-Director, Oakland*

Collaborated with co-founder on monthly content creation, exhibition curation, publication and document editing, social media content, and public relations materials.

- Advanced from Part-Time Writer to Senior Editor in 2017, enhancing content engagement by 30%; promoted to Co-Director in 2019, doubling team productivity and increasing readership by 25%.
- Increased the frequency of published content 70% through effective management of editorial and publication timelines, while simultaneously improving the publication and social media content.

2021-2023

Quantum Art– *Project Manager, Oakland*

Recruited by co-founder to lead NFT projects, managed cross-departmental communication; crafted 20+ detailed product descriptions, client statements, and presentations, ensuring seamless execution and higher artist satisfaction rates by 40%

- Designed and delivered comprehensive NFT presentations to 50+ audiences, resulting in 20% increase in client interest and engagement.
- Scheduled, hosted, and conducted 20+ client interviews using Twitter Spaces.

2014-2015

Temple University Study Away Program – *Adjunct Instructor, San Francisco Bay Area*

Coordinated academic programs and internship placement efforts; placed 25 study-away students in Bay Area film, media, and gaming internships, resulting in an 80% satisfaction rate.

- Instructed professional development courses for 2 semesters.
- Generated 23 detailed recommendation letters and improved 25 student resumes and cover letters, contributing to a 10% increase in successful job and graduate school placements.
- Arranged 5 networking events for Temple University alumni and students; grew attendee numbers by 25% by end of spring 2015 semester.

2011-2012

California College of the Arts – *Co-Director, PlaySpace Gallery, San Francisco*

Curated and implemented comprehensive 12-month exhibition schedule, leading 3-person team; negotiated on-campus space for non-traditional exhibitions, boosting visitor foot traffic by 25%.

- Optimized \$5,000 budget, achieving 10% decrease in overall expenses; served as primary liaison among three departments.
- Formulated compelling object and exhibition descriptions for PR and marketing presentations, resulting in 20% in media coverage.
- Mapped out 10 exhibitions, increasing foot traffic by 30% through innovative programming and community engagement initiatives.

2008-2010

Museum of the African Diaspora (MoAD) – Program Manager, San Francisco

Transformed educational programming through intensive communication with regional educators and administrators; oversaw \$25,000 budget and engaged and trained 5-person volunteer team, enhancing community involvement by 20%.

- Supervised the design and regional implementation of an exhibition curriculum program, engaging 30+ schools, which resulted in a 30% rise in educational program success rates.
- Evaluated and revised curriculum content to align with state educational standards, ensuring 100% compliance rate.
- Delivered in-depth budgetary reports to the board of directors, emphasizing 50% growth in staffing and 20% increase in resource allocation efficiency.
- Prepared successful application that garnered a second round of \$25,000 in funding, enabling further community outreach and increasing participant engagement by 20%.

Education

MA in Curatorial Practice, California College of the Arts, San Francisco, CA

BA in Art History, Oberlin College, Oberlin, OH

Certifications

Professional and Technical Writing, San Jose State University

Skills and Other

Computer Skills: Microsoft 365, DITA, HTML, Figma, InDesign, Snagit, WordPress

External Communications | Internal Communications | Copywriting | Content Writing | Editing | Blog Writing | Graphic Design | Content Strategy | Educational Writing | Team Collaboration | Client Management