

Joel Hans

curriculum vitae

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Professional Experience

Editorial Director, Technical and Educational Resources
Netdata, Inc.

May 2019 - Present

- Maintained 400+ documentation pages for Netdata's open-source monitoring agent and closed-source companion by collaborating with a team of 30+ engineers.
- Built a Jamstack-powered website experience for publishing documentation and educational content (guides, cheatsheets, tools) for Netdata's products.
- Designed complex Linux system setups for documentation and marketing purposes, including Kubernetes, microservices with Docker, Redis, LAMP/LEMP, and more.
- Created a documentation-product team feedback loop to improve UX writing, create in-product messaging, and optimize features based on documentation usage/feedback.
- Led Netdata's product marketing, writing marketing copy, gathering visual assets from the product, and building new web experiences with Wordpress, HTML, and CSS.
- Drove company-wide writing tone, voice, and grammatical standards through a style guide.
- Deployed a CI/CD pipeline on GitHub Actions to aggregate documentation from multiple repositories and run automated quality checks.
- Managed the marketing team's editorial calendars and processes to produce technical and educational resources.

Director
Nurse Media

July 2017 - June 2019

- Established a copywriting and technical writing consultancy with clients like IBM, Johnson & Johnson, Autodesk, Red Hat, and other leading technology/software enterprises.
- Enabled enterprise sales funnels by writing technical, solution-based white papers for clients like IBM through intensive collaboration with their internal solutions experts.
- Wrote thought leadership articles on topics like IoT/edge computing, machine/deep learning, blockchain, and internet security.

Lead Copy/Technical Writer
SSD Nodes

July 2017 - June 2019

- Grew pageviews of the existing educational website by 3,200% in eight months with relevant, SEO-optimized technical content.
- Maintained the self-service help and knowledgebase platform.
- Doubled sales volume year-over-year with website templates, marketing copy, and technical guidance to support promotions.
- Optimized the sales funnel using A/B testing.

Managing Editor, *Fairy Tale Review*
University of Arizona

October 2014 - July 2017

- Lead four print issues through production, including copyediting, sending proofs to authors, and collaborating with remote production staff.
- Reviewed hundreds of submissions per month to select a body of exceptional, diverse work for each annual issue, then collaborate with authors on revision.
- Maintained the journal's web presence by adding new features to the website and collaborating with interns to produce twice-weekly content for the blog.

Managing Editor, *Manufacturing.net*

July 2011 - July 2014

Advantage Business Media

- Managed a small team of editors, web developers, and web designers.
- Led production of two daily newsletters, deployed to more than 500,000 opt-in readers.
- Traveled internationally to attend trade shows, industry events, and plant tours while engaging sources for news production and feature articles.
- Established a video content workflow through scriptwriting, on-camera appearances, and courting industry sponsors.
- Interviewed industry leaders, including executives at Ford, Kia, and General Motors, in addition to members of Congress, for exclusive stories about American manufacturing.
- Trained fellow editors internal style guides and web production best practices.

Associate Editor, *Industrial Maintenance & Plant Operation*

July 2009 - July 2011

Advantage Business Media

- Contributed to writing multiple articles for each monthly print edition, then working closely with production staff in InDesign.
- Wrote technical articles based around interviews with industry experts on a variety of subjects.
- Spearheaded major changes to website templates, including the implementation of a user commenting system, which was later rolled out across the company's entire portfolio.

Skills

- Content: Markdown, documentation systems, Git(Hub), Camtasia, YouTube, Wordpress
- Product: Scrum, cross-functional teams, release management, Gainsight PX, Figma, Google Analytics, A/B testing, Atlassian (Trello/Confluence)
- Development: Linux, Docker, AWS, Kubernetes, microservices, Redis, MySQL, LAMP/LEMP, React, SCSS, Node.JS, Jamstack, Netlify, Docusaurus,

Education

Master of Fine Arts in Creative Writing/Fiction

May 2016

University of Arizona

- Thesis project: "What Stills Never Survives", a novel
- Thesis committee: Kate Bernheimer, Ander Monson, Manuel Muñoz, May 2016

Bachelor of Arts in English, emphasis in Creative Writing

May 2009

University of Wisconsin—Madison

- Graduated with Comprehensive Honors