

# Lina Madigan

## Technical Writer & Content Specialist

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### Experience

#### Writer — Lineska (2022–Present)

Write and edit marketing, technical, and editorial content for client projects.

- Develop marketing campaigns, technical guides, blogs, manuals, and ghostwritten content.
- Deliver audience-focused documentation for standalone assets and multi-document projects.
- Provide Polish-to-English translation and localization services.

#### Content Writer — iLoy Loyalty Platform (2023–2025)

Produced marketing and technical content supporting software products and industry innovation.

- Wrote and maintained user manuals, installation guides, and online help systems.
- Developed technical and marketing copy for product features and updates.
- Collaborated with developers and product managers to gather requirements and refine documentation.

#### Chief Marketing Officer — Greenheart CBD (2021–2022)

Led content strategy and marketing campaigns supporting investor and stakeholder communications.

- Created high-volume content, including blogs, social media assets, press releases, technical guides, and infographics.
- Produced ~5 blog articles, 60+ social media assets per month, and 40+ long-form deliverables.
- Managed brand presence across LinkedIn, Instagram, Facebook, and Twitter.

#### Course Assistant — Law Society of Ireland (2020–2021)

Supported end-to-end course delivery operations and documentation.

- Coordinated scheduling, faculty recruitment, learner support, payments, and reporting.
- Maintained 200+ pages of technical and support documentation.

### Summary

Communications professional with 10+ years of experience delivering marketing, technical, and stakeholder-focused content across corporate, nonprofit, healthcare, and startup environments.

Expert in translating complex information into clear, audience-centered communication using modern documentation and content workflows.

### Skills

- Content Strategy · Technical Writing · Marketing & Advertising Copy
- Medical & Scientific Communications · Documentation & Knowledge Management
- Agile & Docs-as-Code · Markdown · Stakeholder Communications
- Translation & Localization (Polish–English) · Accessibility Standards
- Adobe InDesign & Photoshop · Excel Automation

- Updated course materials and e-learning tools to meet ISO accessibility standards.

### **Assistant Director of Stewardship — Michigan Medicine (2016–2020)**

Managed donor communications, technical reporting, and data systems for institutional advancement.

- Interviewed medical researchers and translated complex advancements into non-technical donor reports.
- Wrote 3,000+ personalized executive-level donor acknowledgements.
- Coordinated projects with 20+ gift officers and departments.
- Built and maintained a custom database consolidating 30+ years of documentation.
- Improved data practices using Excel macros and spreadsheet automation.

## **Education**

Master Degree in Technical Communication & E-Learning — University of Limerick (2025–2026, In Progress)

Bachelor Degree in English — University of Florida (2011–2014, Cum Laude)

Professional Diploma in Cybersecurity - UCD Professional Academy (2023, Distinction)

## **Portfolio**

[www.lineska.com](http://www.lineska.com)