

# Sara P. Finch

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I'm looking for a role at a customer-focused company where I can use my passion for writing, technology, and facilitation. Currently, I am a Product Analyst and SME. I own communications and presentations for large projects. I have 10-years of experience as a writer and 3-years managing a team, customer documentation for 30+ products, and the Support website. I supported my team of writers by keeping a shared focus on customers. Together, we developed standards and applied single-source authoring techniques. We migrated content from three different platforms to one and improved SEO, all while keeping content up to date.

## Skills

- ✓ Writing and instruction. Presenting to large audiences.
- ✓ Agile and Scrum development, ticketing systems (JIRA), Confluence.
- ✓ CMS, LMS, XML authoring, MadCap Flare, screen recording.
- ✓ Adobe AEM, WordPress, Drupal, Joomla, MindTouch, Google Analytics, Adobe Analytics.
- ✓ Single-source authoring, SEO, translation proxy (Smartling GDN).
- ✓ Managing metadata, FAQ, and Knowledge-Centered service (KCS).
- ✓ Working across multiple departments and consulting with customers and advisory committees.

## Experience

OCLC, Online Computer Library Center, Dublin, OH

### Product Analyst in Metadata Strategy & Operations (August 2018 – Current)

- Serve as the SME for a cloud e-resource and metadata management system for academic libraries.
- Analyze customer needs (academic administrators, libraries, and consortia). Work with the advisory committee.
- Troubleshoot escalated issues and work closely with developers.
- For a 3-year project to rebuild the product and database (MySQL to Hadoop; Solar):
  - Wrote requirements, tickets, and performed user acceptance testing (UAT).
  - Owned all internal and external communications. Facilitated meetings with stakeholders.
  - Gave a series of presentations to a large audience; Designed and wrote the 2021 WorldCat knowledge base re-architecture release guide.

### Manager of Documentation (August 2015 – August 2018)

- Managed a team of information developers working in tandem with training. Managed the customer-facing documentation for over 40 software products.
- Served as Web admin for <https://help.oclc.org>.
- Created a style guide, QA processes, templates, and strategies for integration with the Community Center. Improved SEO and quality using analytics.
- Directed the migration of all content from 3 different platforms.
- Worked with the translation proxy vendor (Smartling GDN).
- Trained Customer Support to publish FAQ/troubleshooting articles (Knowledge-centered Support).

### Senior Information Developer/Senior Implementation Program Manager (January 2012 – July 2015)

- Implemented cloud e-resource and metadata management systems for academic research libraries (ARLs).
- Served as a SME for E-resource products; managed implementation and data migrations to cloud software.

- Collaborated with vendors to develop programs for a shared customer base.
- Authored documentation for releases, product migrations, and acquisitions.
- Worked closely with training, data ingest, database admins, and product managers.

## New Mexico State University, Las Cruces, NM

### **Instructional Librarian (June 2010 – January 2012)**

- Visited classes on multiple campuses to teach information literacy, research, and database searching. Supported instructors with the design of writing projects.
- Supervised library public services, training, and student workers.
- Partnered with the distance-learning lab to support instructors.
- Held Office Hours to offer research and writing assistance.

## McMinnville Public Library, McMinnville, OR

### **Marketing and Community Information Librarian II (August 2008 – June 2010)**

- Managed library marketing. Built relationships with local media agencies to publish articles and press releases.
- Updated the website (Soholaunch, Drupal). Promoted library programs and created graphic flyers.
- Led the adult programming committee.
- Served as the Chair of the Digital Library Selection Committee for the state-wide consortium.

## Hazel Park Memorial Library, Hazel Park, MI

### **Webmaster (August 2008 – December 2015)**

- Remotely maintained the website. Provided consultation as needed (WordPress).

### **Reference Librarian/Webmaster (December 2007 – August 2008)**

- Redesigned the library's website and migrated the content.
- Taught computer literacy courses for the community. Provided reference services.
- Created flyers and signs and promoted the library and events.

## University of Pittsburgh, Pittsburgh, PA

### **Medical Data Analyst, Research Assistant (August 2006 – August 2008)**

- Analyzed topics in medical informatics and librarianship using subscription medical databases.
- Wrote documentation for the circulation staff on using SirsiDynix Unicorn.
- Developed the Black Studies special collection.

## The Ohio State University, Columbus, OH

### **Associate Instructor (September 2004 – June 2006)**

- Taught undergraduate-level Women's Studies courses for classes of 35 students.
- Designed the curriculum and assignments. Used assessment tools and applied feedback.

## Education

MLIS Library and Information Science. 2007. University of Pittsburgh, Pittsburgh, PA.

MA Women's and Gender Studies. 2006. The Ohio State University, Columbus, OH.  
Focus: Instruction; Epistemology and science.

BA Women's Studies. 2001. Oakland University, Rochester Hills, MI.  
Focus: Pedagogy and writing; Psychology.