

TJ KLEVEN

CONTENT OPERATIONS | TECHNICAL COMMUNICATIONS | DIGITAL EXPERIENCE

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PROFESSIONAL SUMMARY

Content operations, technical communications, and digital experience professional with 15+ years of experience making complex information, websites, and publishing workflows easier to manage and use. Background includes enterprise CMS operations, technical writing, user documentation, software tutorials, website management, quality assurance, knowledge bases, executive and customer communications, and process improvement across banking, automotive, manufacturing, technology, media, and SaaS environments. Known for bringing order to messy workflows, translating between technical and business teams, and delivering accurate content at scale.

250+ WEBSITES MANAGED | 50% FASTER PUBLISHING TURNAROUND | 300+ VIDEOS PRODUCED

CORE SKILLS

Content & Documentation: Content operations, technical writing and editing, user guides, SOPs, runbooks, knowledge bases, onboarding, training, software tutorials, information architecture

Web & Quality: WordPress, enterprise CMS publishing, HTML/CSS, responsive and cross-browser QA, accessibility, SEO, content governance, structured content, website troubleshooting

Operations & Collaboration: Workflow design, intake and backlogs, Agile/JIRA/Kanban, process improvement, automation, stakeholder coordination, SME interviews, launch support

PROFESSIONAL EXPERIENCE

Freelancer - Content, Documentation & Digital Operations

alt SHIFT | Louisville, CO | May 2026-Present

- Produce software how-to videos, tutorial scripts, user documentation, process guides, and web content for SaaS, publishing, and newsroom technology clients.
- Test software workflows and capture subject matter expertise, turning incomplete or highly technical source material into step-by-step guides, contextual help, onboarding resources, and reusable support content.
- Adjust and QA WordPress sites across staging and production, supporting hosting and platform updates while resolving responsive layout, navigation, content, link, cross-browser, and basic accessibility issues through page-level review and HTML/CSS changes.
- Build structured publishing resources, searchable indexes, author and book content, and clean data sets; standardize digital content and assets for accurate, consistent reuse.
- Organize client work through Trello and Kanban, coordinating priorities, revisions, and launches while using AI tools to accelerate research, drafting, formatting, and QA with human review.

Content Operations Manager

Wells Fargo | Louisville, CO | Apr 2025-May 2026

- Owned the request-to-publication lifecycle for customer-facing content across enterprise web platforms, keeping requirements, approvals, dependencies, and launch details aligned.
- Coordinated developers, product owners, compliance teams, UX specialists, SEO partners, and business stakeholders from intake through publication and follow-up.
- Created software training videos, onboarding resources, process documentation, publishing standards, user guidance, and knowledge resources in Confluence and SharePoint.
- Used AI-assisted workflows and HTML, JSON, and XHTML automation to reduce average publishing turnaround time by 50%.
- Managed Agile and JIRA workflows, backlog refinement, testing, release communications, publishing QA, and issue resolution for high-visibility content.

Digital Quality Manager

AutoNation | Louisville, CO | Jan 2024-Feb 2025

- Managed content governance, publishing workflows, QA reviews, and brand compliance across more than 250 dealership websites.
- Partnered with product, development, SEO, marketing, and UX teams to improve customer-facing digital experiences and resolve competing priorities.
- Performed HTML/CSS updates and validated responsive experiences across desktop, tablet, and mobile platforms.
- Conducted content audits and workflow reviews to identify inefficiencies, improve consistency, and prevent recurring defects.
- Contributed to content and experience improvements associated with a reported 28% increase in online sales.

PROFESSIONAL EXPERIENCE - CONTINUED

Enterprise Content Specialist

Wells Fargo | Louisville, CO | Aug 2021-Jan 2024

- Published service alerts, customer communications, and enterprise web content through SDL Tridion.
- Supported a large-scale migration between Wholesale and Retail publishing environments, including workflow documentation, troubleshooting, and user support.
- Built and maintained Confluence help topics and knowledge resources that improved publishing consistency and reduced confusion for internal teams.
- Participated in Agile planning, backlog refinement, QA validation, launch support, defect tracking, and issue resolution.

Digital Quality Analyst

AutoNation | Louisville, CO | Sep 2014-Jul 2021

- Led pre-publication QA across user experience, accessibility, editorial quality, code integrity, SEO, and manufacturer compliance standards.
- Investigated website issues, publishing failures, and content defects; worked with developers, marketers, and content teams to identify root causes and prevent recurrence.
- Conducted site audits, competitive reviews, and content analysis to uncover gaps, inconsistencies, and optimization opportunities.
- Evaluated and implemented tools and processes that made publishing faster, cleaner, and more consistent across teams.
- Managed website content and publishing support across a large multi-site environment while maintaining accurate request details and stakeholder updates.

Technical Communications Specialist

Velocity Dynamics, Inc. | Louisville, CO | Jan 2011-Aug 2014

- Authored operation and maintenance manuals, installation documentation, technical procedures, user guidance, and training materials for engineering projects.
- Worked directly with engineers and technical SMEs to gather requirements and translate complex specifications into clear, user-focused content.
- Managed document reviews, version control, formatting standards, publishing workflows, and quality assurance across multiple projects.
- Created product documentation, website content, brochures, and technical support materials for internal and customer-facing use.
- Supported web publishing, electronic documentation delivery, project coordination, and multimedia content development.

ADDITIONAL MEDIA EXPERIENCE

Produced, hosted, shot, and edited 300+ online videos, including software instruction, automotive programming, interviews, and event coverage; also supported social media and live sports production.

TOOLS & TECHNOLOGIES

Content and collaboration: WordPress, SDL Tridion, Confluence, SharePoint, JIRA, Trello, Microsoft 365, Agile/Scrum, Kanban

Web and analysis: HTML5, CSS3, XML, JSON, XHTML, responsive QA, accessibility testing, Google Analytics, SEO, REST/HTTP fundamentals

AI and media: Microsoft Copilot, ChatGPT, Claude, Gemini, AI-assisted content workflows, Adobe Premiere Pro, video production and editing

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Justice | Minor, Journalism & Public Communications | University of Alaska Anchorage | 2009

Associate of Applied Science, Millwright | Prince William Sound Community College | 2002

Practical Application of Generative AI for Project Managers | Generative AI Overview for Project Managers