

## Matt Briggs

[matt@mattbriggs.com](mailto:matt@mattbriggs.com) | 617-417-7512 | [LinkedIn/in/mattbriggs](https://www.linkedin.com/in/mattbriggs) | [Mattbriggs.us](https://mattbriggs.us) | [Github.com/mattbriggs](https://github.com/mattbriggs)

## Senior Technical Writer and Content Strategy

---

Content architect and senior technical writer with expertise in AI-ready documentation, semantic modeling, and schema-based publishing. Led structured content systems for Learn.Microsoft.com, enabling modular authoring, JSON-LD, and knowledge graph integration to support LLM and RAG workflows. Authored developer docs and code samples for Azure hybrid cloud, with focus on Kubernetes, containers, and ARM/Bicep. Created standardized runbooks that cut incident handoff time by 30%. Experienced in SDK/API docs, data governance, healthcare informatics, and ecommerce. Proficient in Azure and AWS.

### Highlights:

- Designed content empowering 100M+ customers (MAU) and 1000+ partner organizations.
- Designed content for 4.4M+ live pages created across 18 content organizations.
- Drove structured, AI Ready content initiative to support multichannel experiences: AI, Copilot, In-product, Vector DBs.
- Scaled and automated content workflows supporting 1000+ contributors for consistent and accurate content delivery.
- Oversaw cross-team efforts to design content and solutions to support 1000+ contributors.

## Professional Experience

---

### Microsoft

2017 – Present

#### Content Architect (Product Manager)

##### Key Initiatives:

- Directed development of a content pipeline leveraging JSON Linked Data (JSON-LD) and knowledge graph principles to power AI-driven user experiences.
- Led integration of large language models (LLMs) and AI services into the content lifecycle, enabling adaptive UI rendering, summarization, and contextual recommendations.
- Developed modular content architectures to support intelligent delivery systems and precise content retrieval.
- Designed reusable content patterns—templates, validations, and endpoints—for scalable publishing of semantically tagged HTML content.
- Championed governance models for taxonomy, schema validation, and linked content assets to ensure consistency and future extensibility.
- Partnered with engineering, design, and content strategy teams to align on metadata standards and pipeline automation for scalable, intelligent publishing.
- Headed feature design work with a team of 10 engineers focused on content validation and AI readiness.

##### Impact Highlights:

- Implemented structured content models using JSON-LD to support semantic interoperability and reuse across platforms, resulting in a 20% increase in site referrals and easier integration into third-party experiences.
- Enabled personalization and context-aware delivery through knowledge graph-backed publishing systems.
- Scaled structured content systems to support 1,000+ contributors across 18 content organizations.
- Improved consistency, reuse, and discoverability of content used across multichannel experiences including AI, in-product, and search.

### Nintex

2015 – 2017

#### Programmer Writer

##### Key Initiatives:

- Designed and implemented developer documentation, including class libraries, API references, and scenario-based guides using C#, JavaScript, and PowerShell.
- Created end-to-end walkthroughs, conceptual overviews, and architectural diagrams to support integration with enterprise process automation systems.
- Developed customer-facing blog posts and presentations to support adoption and strengthen developer relations (DevRel) efforts.

- Documented internal services and deployment workflows to align with Azure cloud platform standards.

#### Impact Highlights:

- Accelerated third-party solution development by delivering actionable, multi-format content tailored to developer needs.
- Improved developer onboarding and self-service capabilities through structured, scenario-driven guidance.
- Enhanced platform clarity and alignment across engineering and documentation teams, reducing integration friction.

**Nordstrom.com**

**2014 – 2015**

**Senior Technical Writer / Analyst** (Contract Role)

#### Key Initiatives:

- Authored technical specifications and architectural documentation for key services supporting product search, checkout, and fulfillment workflows.
- Built a documentation pipeline that ingested monitoring and reflection data (Dynatrace, Atrium, Catapult) into a centralized DevOps knowledge base.
- Documented integration logic for REST and SOAP APIs across a hybrid services architecture.

#### Impact Highlights:

- Supported the modernization of a legacy eCommerce platform by streamlining and automating developer knowledge.
- Improved engineering velocity and reduced onboarding time through clarified system documentation and service interactions.
- Enabled faster issue diagnosis and cross-team alignment through enriched operational documentation.

**Disney Connected & Advanced Technologies**

**2013 – 2014**

**Senior Technical Writer / Analyst** (Contract Role)

#### Key Initiatives:

- Developed operational runbooks, service catalogs, and SLAs to support RESTful web services with 99.99% uptime targets.
- Created reusable documentation templates and standard operating procedures to unify practices across multiple engineering teams.
- Introduced lightweight API management artifacts to support smoother handoffs and service governance.

#### Impact Highlights:

- Improved service reliability and consistency across digital infrastructure by standardizing operational documentation.
- Enabled cross-team alignment and reduced service transition friction through repeatable templates and governance tools.
- Strengthened operational readiness and accountability by formalizing performance targets and support protocols.

## Technical Expertise and Applied Tools

---

- **Artificial Intelligence & Large Language Models (LLMs)**

Expertise in designing, integrating, and deploying AI solutions using large language models and toolchains.

*Key tools & frameworks:* OpenAI ChatGPT, LangChain, LlamaIndex, Retrieval-Augmented Generation (RAG).

- **Content Development & Publishing Systems**

Advanced knowledge of structured authoring, publishing workflows, and enterprise documentation platforms.

*Key domain:* Single source publishing, DITA, DocBook, Docs-as-Code.

- **Database Systems, Search Platforms & Data Lake Architectures**

Proficient in relational, NoSQL, full-text search, and graph databases for structured and unstructured data workflows. Experienced in data lake and lakehouse architectures using abstraction layers for scalable analytics and AI integration.

*Key technologies:* SQL, MongoDB, Solr, Neo4j (Cypher), Delta Lake, Apache Parquet, Apache Iceberg.

- **Programming Languages & Data Formats**  
Experienced in web development and backend scripting, with strong data modeling and transformation capabilities.  
*Languages & formats:* HTML5, XSLT/XML, JSON, JavaScript (jQuery, Node.js), C# (ASP.NET), Python.
- **Software Frameworks & Frontend Libraries**  
Applied knowledge of full-stack development frameworks and data-driven visualization tools.  
*Key frameworks:* D3, ReactJS, ASP.NET, Django, Flask, Jupyter Notebooks.
- **Systems Modeling & Technical Architecture**  
Capable of visualizing, documenting, and evolving complex systems using formal modeling and graph representations.  
*Modeling tools & methods:* UML, BPMN, Sparx Enterprise Architect, Visual Paradigm, Property Graphs.
- **Product Management & Process Methodologies**  
Proven ability to lead initiatives using modern project and process improvement methodologies in cross-functional environments.  
*Frameworks:* Agile, Scrum, Waterfall, PMBOK, BABOK, ITIL, Continuous Process Improvement (CPI), Process Mapping.
- **Analytics & Business Intelligence**  
Extensive experience analyzing structured and unstructured data using statistical and distributed processing libraries. Skilled in applying Pandas, PySpark, and related tools for data mining, text mining, and exploratory analysis at scale.  
*Key domains:* Data Mining, Text Mining, Process Mining, Social Media Analysis.

## Education

### MA (Writing), 2000

Johns Hopkins University, Baltimore MD

### BA (English), 1995

University of Washington, Seattle WA

## Certificates

### Programming Python, 2018

University of Washington Extension

### Business Analysis Certificate, 2015

University of Washington Extension

## Professional Training

Introduction to AI Orchestration with LangChain and LlamaIndex (LinkedIn), May 2024

Database Design and Basic SQL in PostgreSQL (Coursera), 2021

Foundations of Statistics, UW Extension, 2019

Python for Everybody, Certificate, University of Michigan (Coursera), 2016

Project Management Structure and Competencies, PMI, 2004