AMANI NEWTON

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Portfolio: amaninewton.com

SUMMARY

Customer education leader with 8+ years building learning programs for developer and technical audiences at Google, Meta, and high-growth startups. Built the Academy's content operation from the ground up: curriculum strategy, scenario-based elearning, video, and production systems.

PROFESSIONAL EXPERIENCE

Filigran Paris, France (Remote)
Senior Content Manager, Content Operations Aug 2025 - Present
Filigran is a Series C cybersecurity company ($100M+ raised from Accel, Insight Partners, and Eurazeo) building open-source threat intelligence and adversary emulation platforms for enterprise and government customers.

- Lead content operations and production for Filigran Academy, shipping 3 full courses and 6 mini courses in 14 months while building the Academy's production workflows from the ground up.
- Established the Academy's end-to-end content operations framework, introducing curriculum roadmaps, standardized production workflows, quality assurance processes, structured SME reviews, and LMS publishing procedures to support scalable course development.
- Lead the redevelopment of OpenCTI 101, a six-lesson cybersecurity fundamentals course, transforming technical concepts into scenario-based learning experiences, interactive assessments, and a capstone simulation that evaluates learners' ability to interpret and apply threat intelligence.
- Design and produce multimedia technical training, including interactive simulations, Capture-the-Flag exercises, instructional videos, and self-paced courses, using Articulate Storyline, Rise, Camtasia, Adobe Premiere Pro, and other production tools.
- Launched the Academy's Mini Courses program, short-form courses that answer recurring customer questions, support product adoption, and give Customer Success teams reusable learning resources.
- Developed an AI-driven content prioritization agent that analyzed 500+ customer support tickets in batches of 100 to surface recurring friction points; its findings on customers' conceptual gaps directly shaped the redesign of OpenCTI 101.
- Built a reusable visual component library, multimedia production standards, and distributed SME recording program to improve consistency and streamline content development across geographically dispersed contributors.
- Established Academy performance reporting and executive dashboards, tracking registrations, enrollments, completions, and credential attainment to create a foundation for evaluating learner engagement and educational impact.

Google, via Advanced Systems Group Remote
Content Strategist Feb 2022 - Jan 2025
Advanced Systems Group is the managed services provider for Google Developer Studio, Google's in-house creative agency and design studio for developer marketing content. Initially engaged part-time on a project basis, then extended full-time offer.

- Served as the sole writer on a four-person design team, developing content for Google developer websites, including Google I/O, Google's annual developer conference.
- Collaborated on the redesign of developers.google.com/learn, contributing to a 20% increase in session duration.
- Wrote the script for the Google I/O Code of Conduct video shown before live sessions, reaching approximately 1 million viewers worldwide.
- Produced onboarding and training video scripts to support internal teams and streamline content production workflows.

Confluent Remote
Freelance Technical Writer Jul 2022 - Dec 2023
Confluent is a tech company specializing in real-time data streaming, founded by the creators of Apache Kafka. The company has 2,744 employees, covers 1,260 customers, and boasts revenue of $217 million.

- Contracted as a 1099 Freelance Technical Writer reporting to the Head of Content.
- Rewrote all of the YouTube descriptions for the Kafka Streams 101 playlist for improved SEO and content discoverability, resulting in a 17% increase in views.

Meta, via IntraEdge Remote
Instructional Designer Nov 2021 - Jul 2022
IntraEdge is the managed services provider for Meta Blueprint, which provides both online and in-person training to help small businesses make the most of their marketing efforts across both Facebook and Instagram.

- Created developer-focused self-service training content, instructor-led training, presentations and scripts for small business clients.

Google, via Intellipro Group Inc. Austin, TX
Technical Writer Jan 2020 - Oct 2021
Intellipro Group is a temporary staffing agency providing talent for the Google Learning Experience team, under Developer Marketing, offering tutorials, short courses, and videos for developers.

- Edited and developed content for Google's Build your first on-device ML app learning pathway, working directly with AI educator Laurence Moroney; recognized with a bonus by the VP of Google Developer Studio.
- Wrote a blog post for developers.google.com/learn that earned 96% more views than the site's average post.

Accruent Austin, TX
Associate Technical Writer Jul 2019 - Jan 2020
Accruent is the world's leading provider of workplace and asset management software, with 1,135 employees and $221.8M in annual revenue.

- Developed clear, concise user guides, reducing reliance on external translation services and saving the company $3,220.
- Increased email open rates for product release announcements through strategic A/B testing with Marketo.

Google, via Infosys BPM Austin, TX
Documentation Lead Mar 2018 - Feb 2019
Infosys BPM is the managed services provider for Google UX Research Recruitment, supporting UX Researchers with participant sourcing, scheduling, and management of UX Research Studies.

- Promoted from Recruitment Coordinator to Documentation Lead.
- Worked closely with Product Counsel to update the internal site documentation with the current policies and procedures, especially as it pertained to European privacy laws and GDPR.

EDUCATION

Purchase College, State University of New York, *Bachelor of Arts, Art History* 2011
General Assembly, *User Experience Design Certification* 2021
Microsoft, *Career Essentials in Generative AI by Microsoft and LinkedIn* 2024

SKILLS

- **Learning Technology & Authoring:** Articulate Storyline, Articulate Rise, Review 360, WorkRamp, LearnWorlds, WalkMe, SCORM
- **Multimedia & Content Production:** Camtasia, Adobe Premiere Pro, Figma, Snagit, Canva, MadCap Flare
- **Content Operations & Collaboration:** Jira, Confluence, Monday.com, Google Workspace, Microsoft Office
- **Analytics:** Google Analytics 4 (GA4), LMS reporting and learning analytics
- **AI**: Claude, ChatGPT, Copilot Studio, ElevenLabs