

Mansa Gills

Remote, U.S. Citizen | (323) 820-8873 | mansagills@gmail.com | linkedin.com/in/mansa-g-02258642 | mansagills.com

SUMMARY

Content marketing leader and technical storyteller with more than 10 years of experience translating complex fintech, SaaS, AI, and developer technology into clear, engaging content for customer, technical, and business audiences. Experienced creating thought leadership, technical articles, product education, customer stories, campaign assets, webinars, landing-page content, and sales enablement materials that support brand awareness, product adoption, and customer trust.

Skilled in using ChatGPT, Claude, Gemini, and AI-assisted content workflows to accelerate research and drafting while applying strong editorial judgment to improve accuracy, logic, tone, brand consistency, and audience relevance. Proven ability to partner across Product Marketing, Product, Engineering, Customer Success, Support, Sales, and Design while managing multiple content initiatives in fast-moving environments.

EDUCATION

California Institute of Integral Studies

Master of Fine Arts, Writing & Consciousness

University of San Francisco

Bachelor of Arts, English Literature & Composition

EXPERIENCE

Independent Content, Technical Writing & AI Consultant

2023 – Present

- Develop content strategies, technical content, AI-assisted marketing workflows, customer education materials, and digital communications for SaaS, fintech, and technology organizations.
- Translate complex products, services, and technical capabilities into clear messaging for customer, executive, technical, and business audiences.
- Create blog content, website copy, email campaigns, social media posts, thought leadership, customer education, and sales-support materials.
- Use AI tools to accelerate research, ideation, drafting, repurposing, and editing while maintaining human oversight for accuracy, originality, tone, and brand alignment.
- Advise clients on content operations, SEO, digital discoverability, editorial planning, and responsible AI-assisted publishing.
- Manage multiple client projects simultaneously, coordinating timelines, reviews, stakeholder feedback, and publication-ready deliverables.

Senior Technical Writer – AI Product Initiatives

Oct 2025 – Jun 2026

Median.co | Contract

- Created technical articles, implementation guides, product education, and customer-facing content supporting AI products and initiatives.
- Partnered with Product and Engineering teams to translate complex AI capabilities into clear, engaging content for technical and business audiences.
- Built AI-assisted content workflows and internal tools that improved research, drafting, editing, and content production efficiency.
- Designed and evaluated customer-facing chatbot experiences, including prompt strategies, response guardrails, documentation grounding, and human review.
- Reviewed AI-generated content for weak logic, inaccuracies, hallucinations, tone issues, and gaps in supporting context.

- Developed content strategies supporting customer onboarding, product education, campaign messaging, and technical adoption.
- Maintained consistency across product messaging, educational content, and customer-facing communications as product capabilities evolved.

Technical Blog Writer

Seer Interactive

- Wrote technical articles and educational content for enterprise technology clients including Epic Games, LogMeIn, and New Relic.
- Translated complex software, cloud, and developer-tool topics into clear, engaging stories for distinct customer and professional audiences.
- Adapted content to each client's brand voice, editorial standards, product positioning, and audience expectations.
- Collaborated with editors, marketers, subject matter experts, and client stakeholders to ensure technical accuracy and message consistency.
- Managed multiple writing assignments and review cycles while meeting publication deadlines.
- Supported product awareness and thought leadership through research-driven technical content.

Technical Writing & AI Consultant

May 2024 – Jul 2025

ReadMe

- Built and scaled ReadMe's Professional Services technical writing offering as a customer-facing enterprise service.
- Partnered with Marketing to develop webinars, promotional campaigns, documentation audits, customer-facing resources, and sales enablement materials.
- Created and hosted webinars, office hours, and educational sessions covering AI, developer experience, documentation strategy, and product capabilities.
- Developed presentation decks, campaign messaging, customer education, and thought-leadership content tailored to enterprise audiences.
- Helped create complimentary documentation audits that generated new customer conversations and supported lead-generation efforts.
- Gathered customer feedback and translated recurring needs into content topics, service improvements, and future campaign opportunities.
- Partnered with Product teams on AI-assisted content workflows, documentation initiatives, and emerging MCP capabilities.
- Managed and mentored four contract writers while maintaining editorial quality, voice consistency, and delivery standards across multiple client engagements.
- Created reusable content frameworks, templates, and editorial practices that improved production consistency and scalability.

Technical Writing Manager & Knowledge Product Owner

Apr 2024 – Jun 2025

Peach Finance

- Developed the content strategy and customer education program for Peach's API-first fintech platform.
- Built and launched the Peach Documentation Hub, creating onboarding guides, product education, implementation content, API references, and partner enablement resources.
- Reduced developer support tickets by more than 50% by improving content clarity, discoverability, onboarding, and customer self-service.
- Partnered across Product, Engineering, Customer Success, Implementation, and Support to align content with product launches and customer needs.
- Created launch communications, educational materials, and customer-facing messaging that promoted new documentation capabilities and improved product understanding.
- Partnered with Customer Support to craft and publish Zendesk Guide content aligned with product behavior, Help Center needs, and developer documentation.
- Built AI-powered internal knowledge tools that improved information retrieval and content operations.
- Maintained editorial standards, review workflows, templates, and content governance across multiple publishing surfaces.

- Monitored customer questions and support patterns to identify content gaps and improve future educational materials.

Staff Technical Writer & Developer Experience Lead

Jul 2019 – Jan 2024

Affirm

- Created customer education, developer content, onboarding resources, implementation guides, and partner-facing communications for a leading fintech platform.
- Translated complex payments, API, and integration concepts into clear content that helped partners understand and adopt Affirm's products.
- Partnered with Product, Engineering, Support, and partner-facing teams to align messaging and content with product releases.
- Collaborated with Support teams to create and maintain Zendesk Guide content consistent with developer documentation and customer needs.
- Developed internal Notion content that improved knowledge sharing across Product, Engineering, Support, and customer-facing teams.
- Established editorial standards, templates, governance processes, and review workflows that strengthened quality and consistency.
- Supported product launches, onboarding initiatives, customer communications, incident communications, and developer education.
- Contributed to support chatbot and knowledge-management initiatives designed to improve customer self-service.
- Mentored a technical writer and supported cross-functional teams with messaging, editing, and content planning.

Senior Technical Writing Manager & API Documentation Lead

Feb 2023 – Mar 2024

Delhivery

- Led content strategy and developer education initiatives for a global logistics technology platform.
- Created implementation guidance, educational content, product requirements, and customer-facing technical materials supporting product releases.
- Facilitated Voice of the Developer sessions to gather customer feedback and identify themes for future content and product improvements.
- Partnered with Engineering, Product, and developer-facing teams to ensure content reflected real customer workflows and platform capabilities.
- Led a documentation platform migration that improved discoverability, usability, and long-term content management.
- Maintained clear editorial and review processes across multiple simultaneous product initiatives.

Technical Writer & VQL Documentation Owner

Aug 2016 – Jun 2019

Veeva Systems

- Created educational and technical content for Veeva's SQL-like VQL language, including tutorials, developer guides, reference content, and onboarding resources.
- Translated complex technical functionality into clear learning experiences for customer and developer audiences.
- Created video tutorials and educational resources that supported customer adoption and product understanding.
- Partnered with Engineering and Product teams to keep content accurate across product releases.
- Maintained consistency across instructional content, technical references, and customer education materials.

TECHNICAL SKILLS

Content Strategy

Thought Leadership

Technical Storytelling

Blog Content

Customer Stories

Case Studies

Campaign Content
Product Marketing Content
Sales Enablement
Brand Messaging
Editorial Planning
Email Campaigns
Social Media Content
Website Content
Landing Pages
Content Promotion
Webinar Content
Customer Education
Content Calendars
Editorial Workflows
Digital Publishing
ChatGPT
Claude
Gemini
AI Research
AI-Assisted Drafting
Prompt Engineering
AI Content Evaluation
Fact-Checking
Hallucination Review
Human-in-the-Loop Editing
Workflow Automation
Writing
Editing
Copyediting
Brand Voice
Style Guides
Content Governance
Message Consistency
Content Audits
Technical Accuracy
Audience Adaptation
SEO Fundamentals
Product Marketing
Revenue Marketing
Engineering
Product Management
Customer Success
Sales
Design
Customer Support
Subject Matter Experts
Executive Stakeholders
WordPress

ReadMe
Zendesk Guide
Notion
GitHub
Markdown
HTML
Postman
OpenAPI
Intercom
SQL
VS Code

SELECTED CONTENT EXPERIENCE

- Technical articles and thought leadership for Epic Games, LogMeIn, New Relic, and enterprise SaaS clients - Fintech content and customer education for Affirm and Peach Finance - AI product education, chatbot content, and AI-assisted editorial workflows - Webinars, product demonstrations, office hours, and educational presentations - Customer-facing campaigns, documentation audits, sales enablement, and lead-generation content - Website, email, social media, educational, and product-launch communications - Brand voice, editorial standards, content governance, and cross-functional review processes