

# Thais Derich, MFA

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## Writer, Storyteller, & Thought Leader

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**Blends writing expertise, agility, and leadership to craft clear and compelling communications.**

Award-winning writer with diverse experience spanning technical writing, marketing communications, book-length projects, essays, and more. Transform messy sets of complicated, technical ideas and organize them into thoughtful, intuitive structure that appeals to target audiences. Leverage years of experience building technical docs to run a tight process, pulling in all the necessary content and resources, and building a scalable system to create and maintain documentation. Model refined listening skills to interpret information and business impact anecdotes to translate them into compelling copy.

- ✓ Authored “Second Chance: A Mother’s Quest For a Natural Birth After a Caesarean,” which earned several awards and led to interviews with NPR, KPFA, and KRCB radio stations and various podcasts. Second book in progress.
- ✓ Co-wrote, as a technical writer with Adobe, ActionScript 2.0 Language Reference for Flash 8, which helped developers communicate their work to people outside the engineering department.
- ✓ Scaled company to 2 locations, growing from handful of people trickling into a Mill Valley location to selling memberships and creating a second location in Fort Mason, San Francisco.

### Competencies

- Leadership & Management
- Technical & Creative Writing
- Writing Project Management
- Research & Copywriting
- Technical Documentation
- Cross-Functional Collaboration
- Marketing Communications
- Search Engine Optimization (SEO)
- Healthy Communication
- Release Notes
- Storytelling
- Content Design
- Public Relations
- Software Documentation
- Interviews & Active Listening

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## Professional Experience

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**Author** • San Francisco, CA • 2010 to Present

Wrote an award-winning book and led public relations efforts including national and international outlets. Subsequently, contributed as a guest speaker on radio and podcasts.

“Your ability to write such a compelling story made it difficult for me to put the book down. I was immediately drawn into your narrative.” – *Writer’s Digest Review*

- Coached writing and book development to thought leaders, entrepreneurs, writers, and students.
- Developed an online course using Google Classroom, Zoom, YouTube, and Square billing.

**Graduate Teaching Assistant / Writing Center Coach** • California College of the Arts • San Francisco, CA • 2019 to 2021

Empowered international and domestic students to successfully transform complex concepts into plain, well-written English.

- Worked with cross-functional teams including professors, librarians, and learning resources to ensure student success.
- Leveraged innovative techniques in the classroom to maximize positive student learning outcomes.

**Communication Specialist / Business Strategist** • The Hivery, LLC • San Francisco, CA • 2017 to 2020

As the second company hire at a co-working business with a community space, I worked side-by-side with the founder to develop the company brand, communicate offers, sell products, and support customers. Leveraged writing expertise to establish the message, build a community and website, and write the member handbook.

- Managed bookkeeping, onboarded new talent, set pricing, and ran events to build-out writing program.
- Launched an internship program for women re-entering the workforce, which provided a membership to The Hivery and a professional network.

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## **Blogger, Contributing Writer, & Entrepreneur • San Francisco, CA • 2007 to 2010**

During this 3-year period, tackled various writing ventures, including working toward first book; writing a natural living blog, “Spinach and Honey”; and contributing to SFGate—the main digital portal for the San Francisco Chronicle. Additionally, launched a granola bar business, successfully selling products to Rainbow Grocery in San Francisco.

## **Technical Writer • San Francisco, CA • 2000 to 2007**

Progressed through several technical writing roles with companies including Adobe, Macromedia, Qarbon.com Inc., Cisco Systems, Bay Area Video Coalition, DVGarage, PPINET, and Perimetre-Flux, LLC on both a contract and full-time basis.

“Thais is an exceptional person to work with. She is very detail oriented and only settles for absolute satisfaction from her clients. I highly recommend her and would leap at any opportunity to work with her. You'll have peace of mind knowing that your project is in her hands.” – *Reggie T., Founding President at AIGA Ashville*

- Developed training course and documentation for start-up presentation software company that pioneered online-video training for companies like PC Magazine, Cisco, IBM, Microsoft, Intuit, and National Instruments, among others.
- Wrote Apple-Certified Final Cut Pro training book.
- Crafted user manual and voice-overs for 3D-training DVD.
- Collaborated on Complete Idiot’s Guide to Dreamweaver and Illustrator 10 Art Gallery.
- Drafted release notes for routers, access servers, and universal gateways.

## **Software Training Freelancer / Business Owner • San Francisco, CA • 2003 to 2005**

Founded training company and authored corresponding 130-page technical user manual for ViewletBuilder software. Success warranted hiring, training, and onboarding of Flash and ViewletBuilder designers, voice-over talents, and software trainers.

- Traveled around US teaching ViewletBuilder at companies including Target, Intuit, and Bechtel.
- Served as UX writer and video designer for product demos using ViewletBuilder.

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## Credentials

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**Education** **MFA in Creative Writing** • California College of the Arts  
**BS in Recreation, Parks and Tourism Administration** • California Polytechnic University  
**Study Abroad (1 year)** • University de la Sorbonne, Paris, France

**Certifications** **Copyediting Certification** • Berkeley Extension  
**Technical Writing Certification** • California Polytechnic University

**Publications & Thought Leadership** Award-winning book, essays, and opinion pieces. Several speaking engagements via in-person, video, podcasts, and radio. See personal website, [www.thaisderich.com](http://www.thaisderich.com), for more details.

**Awards/Fellowships** Visiting Author Fellowship at Ruth Asawa San Francisco School of the Arts, 2022  
Independent Press Awards Winner in Women’s Health, 2019  
27th Annual Writer’s Digest Book Awards Winner in Life Stories, 2019  
Body Mind Spirit Book Awards Winner in Healing, 2019  
Foreword Indies Book of The Year Awards Finalist in Health, 2018  
American Book Fest Finalist in Women’s Health, 2018

**Software** SquareSpace, MailChimp, MS Office, Google Suite, FrameMaker, Captivate, Photoshop, Illustrator, Acrobat, AfterEffects, FileMaker Pro, Apple Suite, Libsyn, iTunes, Audible, Zoom, BlogTalkRadio, Screencast-o-matic, Canvas, Hootsuite, Grammarly, Slack, WordPress, QuickBooks, and more.