

MARITA GRAUBE

marita@pixeltheoryinc.com

TECHNICAL WRITING EXPERIENCE

MilliporeSigma **Dec. 2016 - Jan. 2019**

- Partnered with software development engineers and biologists to learn about multiple flow cytometry product lines
- Wrote and published a user's manual, service manual, training manual, and safety information for compliance testing
- Generated user-friendly online help with a content management application

Merck & Co., Inc. **Oct. 2005 - Mar. 2013**

- Developed training and documentation for a global pharmaceutical leader's multi-million dollar sample management system
- Built out a team to develop and document a custom web application for specimen tracking
- Created wireframes, documented software, wrote functional specifications, evaluated the information architecture, and analyzed business processes to support informatics research tools
- Wrote requirements and design specifications for gene expression profiling and statistical analysis software
- Led the external communication and technical marketing of newly released protocols, platforms, and RNA extraction capabilities

Motorola **July 2002 - Aug. 2004**

- Wrote documentation for a web-based, wireless communication software company
- Created material for product customizations and online training for Java-based command line tools
- Performed usability testing and information architecture analysis related to new and existing web functionality
- Led an initiative to re-engineer a content management system for internal user interface specifications, earning a Motorola Performance Award

SCIENTIFIC MARKETING EXPERIENCE

Fortrea **May 2023 - Present**

- Supporting a new spin-off organization with B2B and B2C content development in a fast-paced, start-up environment
- Collaborating with marketing and scientific leaders to convert highly technical material into user-friendly web pages, white papers, presentations, case studies, brochures, emails, and social media posts

Labcorp **Oct. 2009 - Present**

- Working directly with global subject matter experts and marketing teams to develop content for patients, physicians, and large healthcare systems
- Supporting recruitment efforts through website content development, video production, targeted emails, and narrative-driven articles
- Served as the writer on a rapid response team during COVID-19 to quickly develop B2B website content, highlight drug development capabilities, and ghostwrite high-profile executive communications

Pixel Health **Jan. 2023 - Present**

- Creating content for the sales team to connect with C-suite executives and information technology decision-makers in large hospitals
- Highlighting expertise in healthcare technology consulting; topics span hybrid 5G networks, digital pathology, and infrastructure engineering

ITHS **May 2012 - June 2016**

- Awarded a contract with the Institute of Translational Health Sciences (ITHS)—which spans the University of Washington, Fred Hutch Cancer Center, and Seattle Children's Hospital—to develop a comprehensive marketing strategy for targeting academia and research organizations
- Produced videos, brochures, presentations, and advertisements to promote awareness and increase engagement with key stakeholders and funding organizations

ENTREPRENEURIAL EXPERIENCE

- Pixel Theory Inc. 2006 – Present. Built a small agency (hiring programmers, writers, and designers) to deliver scientific communication and technical writing services for start-ups and Fortune 500 companies.
- Cobalt Process. 2009 – 2016. Launched an e-commerce business to sell process automation tools to control system manufacturers.

EDUCATION

M.S. in Technical Communication* (User-Centered Design) 2008

University of Washington, Seattle; 3.89 GPA

*The degree program is now called Human Centered Design & Engineering

Research groups: *Communicative Practices in Virtual Workspaces* with Professor Mark Zachry and *QuikScan Directed Research Group: Facilitating Document Use Through Innovative Formatting* with Professor David K. Farkas

B.S. in Technical Communication 2001

University of Washington, Seattle; 3.65 GPA

Exchange programs: University of Latvia, Riga; Jāzeps Vītols Latvian Academy of Music (Piano) 2000

Patricia Lynch Academic Scholarship for Technical Communication 1999 – 2000

AWARDS

- Excellence Award for the entry, "The Impact of ITHS" in the Puget Sound Society for Technical Communication's annual competition, 2014
- Best of Show Award for the entry "Gene Expression Laboratory brochure" in the Puget Sound Society for Technical Communication's annual competition, 2010
- Motorola Performance Award, 2003
- National Space Biomedical Research Institute Writing Fellowship, 2003
- Boeing Science Writing Fellowship Award, 2002
- Ford Motors Science Writing Fellowship Award, 2002

SELECTED PUBLICATIONS AND PRESENTATIONS

- Graube, M., Clark, F., Illman, D. "Coverage of Team Science by Public Information Officers: Content Analysis of Press Releases about the National Science Foundation Science and Technology Centers." *Journal of Technical Writing and Communication*, Vol. 40, No. 2, pp. 143-159, March 2010.
- Zachry, M., Graube, M., Claxton, C., Searle, E., Tesdell, R., Arnold, B. "Cooperative Work on the Web: Developing a Framework for Understanding what People are Doing Now with Web 2.0 Technologies." CSCW'08, November 8-12, 2008, San Diego, California, USA. ACM Publications.
- Graube, M. "Computing at the Speed of Light." *Northwest Science & Technology* magazine online supplement SciScape. Winter 2006
- Graube, M. "The fleeting signals of cells." *Center News* of Fred Hutch Cancer Research Center. November 2002
- Graube, M. "Next wave of HIV researchers." *Center News* of Fred Hutch Cancer Research Center. November 2002
- Graube, M. "Chromosomal Clues." *Center News* of Fred Hutch Cancer Research Center. July 2002
- Graube, M. Poster presenter, Society of Technical Communication meeting. Topic: "Communicating Science to a Lay Audience." 2002

VOLUNTEER WORK

- Advisory Board Member – Certificate in Professional Technical Writing Program at the University of Washington
- Seattle Public Schools volunteer – Various contributions to the Science Fair, Culture Night, and other community programs