

Calla Turnbull

SKILLS

Technical writing
Documentation strategy
Content strategy
Documentation governance
Knowledge management
Cross-functional collaboration
Stakeholder management
Developer education
Training & enablement
Information architecture
Technical communication
Content operations
Project management
AI knowledge systems
Process improvement
Editing & proofreading
Software expertise:

Confluence
Jira
Intercom
Ada
Microsoft Office
Google Workspace
Adobe Acrobat
Adobe FrameMaker
CRM
LMS

EXPERIENCE

2021 – Present

Training and Content Team Lead Maple

Lead the team responsible for Maple's internal and customer-facing documentation ecosystem, creating technical documentation, AI-powered knowledge content, and training that help employees and customers successfully adopt complex products and processes.

Develop documentation strategy, governance, and scalable content systems supporting more than 400 annual content requests, 1,000+ support macros, and multiple knowledge platforms, improving content quality, consistency, and discoverability.

Partner with Product, Engineering, Operations, Customer Support, and Marketing to translate complex technical concepts into clear, user-focused documentation that improves self-service, product adoption, and operational efficiency.

2019 – 2021

Technical Writer Canopy Growth

Authored and maintained controlled documentation for engineering, laboratory, and production teams, ensuring accuracy, compliance, and usability.

Partnered with subject matter experts to improve documentation processes and provided training to specialists and managers on document control standards and best practices.

2018 – 2019

Technical Writer and Training Liaison City of Calgary

Managed the lifecycle of more than 700 standard operating procedures while partnering with subject matter experts and supervisors to develop clear, accurate documentation. Supported organization-wide rollout, governance, and training initiatives to improve consistency across operational teams.

EDUCATION

2017 – 2020

Technical Writing Graduate Certificate Algonquin College

Graduate-level program specializing in technical communication, documentation strategy, information architecture, project management, software development, and professional writing.

2006 – 2011

B.Sc in Environmental Sciences University of Guelph

Major in Natural Resource Management with a focus on technical communication, environmental assessment, research, and project coordination.