



## Kendra Johng Technical Writing Portfolio

**Last Updated:** March 2023

### Introduction:

Hi! I'm Kendra (Dadisman) Johng, a creative and experienced technical writer, dedicated to developing fundamental policies and procedures for clients of various industries such as technology, manufacturing, safety, pharmaceutical, health insurance, medical devices, digital marketing, etc.

Currently, I am a consultant to the U.S. Environmental Protection Agency (EPA) with Systalex Corporation, supporting various drinking water applications. When managing project deliverables and tracking project metrics, I focus on continuous process improvement, compliance with internal/external standards and regulations, and effectively identifying and mitigating risks. Communicating and collaborating with clients, project managers, product owners, Subject Matter Experts (SMEs), database analysts, cloud architects, developers, and testers is imperative when creating quality documentation throughout the entire development life cycle.

Please refer to my LinkedIn profile for a more comprehensive list of responsibilities regarding my professional experience. When I'm not staring intensely at three monitors to collaborate with teams or review and edit documents, you'll find me outside skateboarding, or drawing with my iPad at a coffee shop. I look forward to working with you!

### Professional Experience: 6+ years      Certifications:

**Education:** University of Arizona |  
Bachelor's Degree in Public Health

#### LinkedIn:

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- DHS Trusted Tester | Department of Homeland Security  
OAST | ID: TT-2302-03961 | 2023
- Authoring Accessible Documents Certification | Office of  
Accessible Systems & Technology (OAST) | 2022
  - Microsoft Office Word Documents, Microsoft Excel  
Documents, Microsoft Office PowerPoint Documents,  
PDF Documents
- Six Sigma Green Belt | Villanova | 2021
- Associate Safety Professional | BCSP | ID: ASP-32138 | 2020 –  
2023
  - Certification expired; I elected to stop paying the  
annual ASP certification renewal fee since I am no  
longer working in the field of Environmental Health  
and Safety

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## A'lei Beauty Marketing and Product Management

### Objective

The purpose of this Standard Operating Procedure (SOP) is to provide the method behind marketing, quality control and product inventory process of A'lei Beauty.

### Scope

This SOP applies to the Director of the business who performs each of the processes described in this document. There are currently no other employees involved in this process.

## Marketing

### Part I. Product Release

Follow the steps below for product release. This process begins after the product has been manufactured and stocked.

#	Step	Action
1	Begin Pre-Launch for customers	<ul style="list-style-type: none"> <li>The Pre-Launch is a 2-week process.</li> <li>Send an email and text message with the following information to all subscribers:               <ul style="list-style-type: none"> <li>Discount code</li> <li>Invite for the virtual launch event</li> <li>Depending on the product, subscribers may receive a notice of a free gift</li> </ul> </li> </ul>
2	Ship out test product to VIP members	<ul style="list-style-type: none"> <li>Once the launch item is in stock, prepare and ship the product to VIP members.</li> <li>VIP members will have 4-6 weeks to test out this product and leave reviews.</li> </ul>
3	Automated product review notification for VIP members	<ul style="list-style-type: none"> <li>An automated email will be sent out to the VIP members that received the product to test and review.</li> <li>Customers will communicate via email/Instagram Direct Messaging (DM) to review the product and communicate with the business.</li> <li>Email reminders for sending in product reviews will be sent periodically during this 4-6-week period.</li> </ul>
4	Begin Tagged App livestream	<ul style="list-style-type: none"> <li>Tagged App livestreams are scheduled for 10am EST on Saturdays.</li> <li>Begin the livestream using Tagged App and display new product releases.</li> </ul>

#	Step	Action
5	Prepare product for public launch	<ul style="list-style-type: none"> <li>Organize the product and inventory upon arrival from the supplier(s) (Refer to the <a href="#">Quality Control (QC)</a> section for additional instructions).</li> </ul>
6	Customers purchase items from the online store	<ul style="list-style-type: none"> <li>Customers purchase items from <a href="http://aleibeautey.com">aleibeautey.com</a></li> <li>If customers have any issues, they will contact A'lei Beauty via website contact form/Instagram DM/email.</li> </ul>
7	Pack and ship orders	<ul style="list-style-type: none"> <li>Package and ship orders from the business office.</li> <li>Fill each order with confetti, tissue paper, thank you cards, and a piece of candy.</li> <li>Add a barcode sticker (if applicable to that product).</li> </ul>
8	Wait for customer feedback	<ul style="list-style-type: none"> <li>Wait and review customer feedback sent in via email/Instagram DM or tag.</li> <li>Post/share customer reviews and selfies on Instagram and the website.</li> </ul> <p><b>NOTE:</b> Consent for sharing selfies and posts is outlined in A'lei Beauty Terms and Conditions.</p>

## Part 2. Preorder (Performance Indicators)

Follow the steps below to review and analyze monthly metrics. These metrics are collected and reviewed to gain a better understanding of the customer's needs, the times customers interact with social media posts, etc.

#	Step	Action
1	Review metrics from Shopify	<ul style="list-style-type: none"> <li>Use analytics/metrics provided on Shopify to review customer clicks and the peak time for shopping customers on the website.</li> </ul>
2	Review the metrics from Orange Metric Tracking App	<ul style="list-style-type: none"> <li>Review the analytics/metrics feature provided by the Orange Metric Tracking App.</li> </ul>
3	Download all metrics from applicable platforms	<ul style="list-style-type: none"> <li>Download all metrics once a month from each applicable platform.</li> </ul>
4	Update platforms according to metrics	<ul style="list-style-type: none"> <li>After reviewing the monthly metrics for each platform, update social media and posting schedules as applicable for maximum optimization.</li> </ul>

## Part 3. Social Media

Review the table below for managing all social media platforms.

Platform	Description
Instagram Post	<b>Frequency:</b> 6-7x per week <b>Time:</b> 10am EST / 3pm GMT
Instagram Stories	<b>Frequency:</b> 5-6x per day <b>Time:</b> Varies
Tagged App (Livestream)	<b>Frequency:</b> Every Saturday <b>Time:</b> 10am EST / 3pm GMT
Facebook	Post via IG share feature
YouTube	Upload once a month
TikTok	<b>Frequency:</b> 3x per week <b>Time:</b> Varies
Pinterest	<b>Frequency:</b> Once per week (average) <b>Time:</b> Varies
Website	Updated for new product releases and holidays

## Quality Control (QC)

### Part 1. Hygiene for Products Created In-House

Follow the steps below for controlling the quality of products once they arrive from the supplier, and QC for products created in-house.

#	Step	Action
1	Receive product from the supplier	<ul style="list-style-type: none"> <li>Visually inspect for the integrity of product. Ensure there is no physical damage and verify the printing on the products is correct.</li> <li>Keep everything in bubble wrap until ready for packaging orders.</li> </ul>
2	Don the proper hygiene equipment for creating in-house products	<p>Don the following hygiene equipment for creating in-house products such as remixing lip glosses, handling glitter, and utilizing the package sealing equipment:</p> <ul style="list-style-type: none"> <li>Standard face mask for handling glitter</li> <li>Gloves when remixing lip glosses</li> <li>Heat-resistant gloves when handling the bag sealer (heating equipment). Use caution when handling and storing properly. Unplug equipment when not in use.</li> </ul>
3	Sanitize workstation	Sanitize workstation before and after use.

## Part 2. Quality Control Upon Arrival

Follow the steps below for performing QC upon product arrival.

#	Step	Action						
1	Receive product from the supplier	<ul style="list-style-type: none"><li>Visually inspect for the integrity of product. Ensure there is no physical damage and verify the printing on the products is correct.</li></ul> <p>Keep everything in bubble wrap until ready for packaging orders.</p>						
2	Determine the quality of the product	<table><tr><th>If...</th><th>Then...</th></tr><tr><td>The product is NOT good (signs of damage, incorrect spelling, etc.)</td><td><ul style="list-style-type: none"><li>Take a photo and send it to the supplier.</li><li>Request for a refund for the damaged products.</li><li>Use damaged product as a free gift for a customer.</li></ul></td></tr><tr><td>The product is GOOD</td><td><ul style="list-style-type: none"><li>Properly store the product on the shelf and prepare for packaging</li></ul></td></tr></table>	If...	Then...	The product is NOT good (signs of damage, incorrect spelling, etc.)	<ul style="list-style-type: none"><li>Take a photo and send it to the supplier.</li><li>Request for a refund for the damaged products.</li><li>Use damaged product as a free gift for a customer.</li></ul>	The product is GOOD	<ul style="list-style-type: none"><li>Properly store the product on the shelf and prepare for packaging</li></ul>
		If...	Then...					
The product is NOT good (signs of damage, incorrect spelling, etc.)	<ul style="list-style-type: none"><li>Take a photo and send it to the supplier.</li><li>Request for a refund for the damaged products.</li><li>Use damaged product as a free gift for a customer.</li></ul>							
The product is GOOD	<ul style="list-style-type: none"><li>Properly store the product on the shelf and prepare for packaging</li></ul>							
3	Highlight all purchased products on receipt before shipping	<ul style="list-style-type: none"><li>When packaging orders, ensure each item on the receipt is highlighted before shipping.</li></ul>						

## Product Inventory

### Part 1. Quarterly Stock Check

Follow the steps below for performing a product inventory. Sometimes A'lei Beauty will gift influencers or high-buying customers with free products. It is important to update the product inventory once per month.

#	Step	Action
1	Physically count each product	<ul style="list-style-type: none"> <li>Verify the count with the product inventory number shown in the Shopify system.</li> </ul>
2	Purchase barcodes and apply to applicable products	<ul style="list-style-type: none"> <li>Some products require a barcode sticker.</li> <li>Purchase the barcodes and apply the stickers to applicable products.</li> </ul>

## Revision History

Revision and Date	Author	Description of Changes	Justification of Changes
1.0 09/27/2021	Kendra Johng	1. New document.	1. Created new work instruction to document the marketing and product management process.

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