

MERRY WOTEN

Communications Program Manager

merrywoten@outlook.com | 425-829-6969 | Seattle, WA

merrywoten.com | [linkedin.com/in/merry-woten](https://www.linkedin.com/in/merry-woten)

PROFESSIONAL SUMMARY

Results-driven leader with 20 years of experience in marketing, communications, and project management. Develop communications strategy, create engaging content, and lead high-performing teams to exceed KPIs and client expectations.

AREAS OF EXPERTISE

Program Management | Project Management | Communications Strategy | Client and Stakeholder Engagement | Team Leadership and Mentorship | Marketing Campaigns | Product and Feature Launches | Process Optimization | Escalation Management | Writing and Editing | Reporting and Analysis | Style Guides | Workload Prioritization | Localization | Accessibility

EXPERIENCE

Program Manager and Team Lead, Allyis, Kirkland, WA | September 2023 – Present

- Lead the Microsoft Learning Communications team to deliver emails to Microsoft employees about their required and recommended training.
- Manage the creation of internal communications to 1 million recipients worldwide every quarter.
- Supervise and coach a team of content and project managers to produce high-visibility communications for up to 200,000 Microsoft employees.
- Exceed industry benchmarks for click rates by up to 23%.
- Improve performance through automation and other efficiencies, doubling productivity year over year in FY24.
- Lead client and stakeholder engagement, building strong relationships by understanding their needs and delivering effective solutions.
- Provide strategic guidance on communications to help stakeholders reach the right audience through the right channels.
- Develop best practices and document processes to incorporate new workstreams, improve quality, and increase efficiency.
- Strategize and implement new programs, including the localization of all content into French for Quebec.
- Establish a team culture of trust through weekly one-on-one meetings, open communication, and clear expectations to inspire engagement and innovation.

Editorial Manager, Allyis, Kirkland, WA | December 2014 – September 2023

- Led a team of content managers who developed B2B marketing materials for Microsoft Advertising (formerly Bing Ads).
- Helped double the size of the team by hiring and training content managers to deliver compelling content with high client satisfaction.
- Created training materials and conducted regular training sessions to improve quality and consistency.
- Edited content for branding, legal guidelines, privacy rules, global readiness, accessibility, technical accuracy, messaging, clarity, grammar, and style.

Senior Content Manager, Allyis, Kirkland, WA | January 2012 – December 2014

- Created emails, presentations, newsletters, case studies, one-sheets, videos, and other materials for Microsoft Advertising product and feature launches.
- Managed projects efficiently by coordinating meetings, reviews, design, localization, and publishing.

Editorial Director, Metia, Kirkland, WA | October 2005 – October 2011

- Led a team that produced hundreds of writing/editing projects a year for Microsoft clients.
- Hired, supervised, and mentored a team of 20 in-house and freelance writers and editors.
- Spearheaded a new workflow with freelancers, increasing profitability by 30%.
- Edited content and created best practices for case studies and other marketing materials for the launch of Microsoft Azure, Windows Server, Exchange Server, and Visual Studio.
- Built schedules, coordinated assignments, and enforced timelines to meet business goals and deadlines in a fast-paced environment.
- Created style guides, developed training materials, and coached team members to deliver high quality and consistency.
- Ensured content met requirements for branding, style, grammar, messaging, and technical accuracy.

TECHNICAL SKILLS

Microsoft 365 | Azure DevOps | Microsoft PEARL/PEP | Atlassian Jira | Adobe Acrobat

STYLE KNOWLEDGE

Microsoft Writing Style Guide | Chicago Manual of Style | Associated Press Stylebook

EDUCATION AND CERTIFICATIONS

Bachelor of Journalism | University of Nebraska–Lincoln | cum laude

Technical Writing and Communication Certificate | Bellevue College Continuing Education