

MERRY WOTEN

Communications Program Manager

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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.

EXPERIENCE

Program Manager and Team Lead

Allyis, Redmond, WA | September 2023 – Present

- Lead the Microsoft Learning Communications team to deliver emails to Microsoft employees about their required and recommended training.
- Provide strategic consulting and ensure on-time delivery of internal communications to diverse audiences that include 200,000 Microsoft employees.
- Lead innovation by developing custom Microsoft Copilot agents to save time on common tasks, such as writing, editing, and answering questions.
- Create transactional and promotional emails, exceeding industry benchmarks for click rates by up to 23%.
- Refine strategies by analyzing open and click rates and conducting A/B testing.
- Supervise and coach a team of content managers, project managers, and translators to produce high quality at a fast pace.
- Improve team 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 at the right time.
- Develop best practices and document all processes to incorporate new workstreams, improve quality, and increase efficiency.
- Strategize and implement new programs, including the localization of all content into Canadian 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, Redmond, WA | December 2014 – September 2023

- Led a team of content managers who developed B2B marketing materials for Microsoft Advertising (formerly Bing Ads).
- Doubled the size of the team by hiring and training content managers to deliver compelling content with high client satisfaction.
- Engaged with stakeholders to gather requirements, provide strategic guidance, and meet their business needs.
- Created training materials and held regular coaching sessions to improve quality and consistency.
- Edited content for branding, legal guidelines, privacy rules, global readiness, accessibility, technical accuracy, messaging, clarity, grammar, and style.
- Wrote and edited content for Microsoft internal email communications.
- Developed a style guide to ensure compliance with Microsoft guidelines.

Senior Content Manager

Allyis, Redmond, WA | January 2012 – December 2014

- Created emails, presentations, case studies, one-sheets, videos, and other materials for Microsoft Advertising product and feature launches.
- Edited and managed a weekly newsletter to inform Microsoft salespeople about product updates, consistently achieving click rates of 30%.
- Organized the localization of marketing materials into eight languages.
- Managed projects efficiently by coordinating meetings, reviews, design, localization, and publishing.

Editorial Director

Metia, Kirkland, WA | October 2005 – October 2011

- Led a team of writers and editors who produced hundreds of writing and editing projects a year for various 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% and improving scalability to meet high volumes during product launches.
- Developed best practices and training guides for the creation of 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.
- Coached team members with one-on-one sessions to deliver high quality and consistency.
- Edited content and developed style guides to ensure that content met requirements for branding, style, grammar, messaging, and technical accuracy.

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 | Workload Prioritization | Escalation Management | Writing and Editing | Reporting and Analysis | Localization | Accessibility | Style Guides

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

RECOGNITION AND VOLUNTEER ACTIVITIES

- Finalist, Allyis leadership award | January 2016
- President, condominium board | July 2019 – Present