

MERRY WOTEN

Communications Program Manager

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

PROFESSIONAL SUMMARY

Strategic problem-solver with more than 20 years of experience in marketing, communications, and project management. Develop communications strategy, create engaging content, and manage projects to exceed KPIs and client expectations. Work at a fast pace with meticulous attention to detail.

EXPERIENCE

Program Manager and Team Lead

Tech Mahindra 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

Tech Mahindra Allyis, Redmond, WA | December 2014 – September 2023

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

Senior Content Manager

Tech Mahindra 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%.
- Coordinated the localization of marketing materials into eight languages.
- Managed projects efficiently by coordinating meetings, reviews, design, 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 | Writing and Editing | Client and Stakeholder Engagement | Marketing Campaigns | Product and Feature Launches | Process Optimization | Workload Prioritization | Reporting and Analysis | Team Leadership and Mentorship | 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