

MERRY WOTEN

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EXECUTIVE SUMMARY

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

PROFESSIONAL EXPERIENCE

TECH MAHINDRA ALLYIS

Global technology, consulting, and managed services provider

Redmond, WA

July 2025-Present

Communications PM

- Transform technical information into accurate, user-friendly release notes to help customers understand the latest updates to Microsoft Surface products.
- Identify and track releases, review documentation, and write notes.
- Manage review cycles with program managers to complete notes on time.
- Publish release notes on Microsoft website using an internal publishing tool.
- Help craft customer service responses for major issues.
- Analyze social media trends about Surface releases.

Program Manager and Team Lead

September 2023-July 2025

- Led the Microsoft Learning Communications team to deliver emails to Microsoft employees about their required and recommended training.
- Provided strategic consulting and ensured on-time delivery to diverse audiences that included 200,000 Microsoft employees.
- Led innovation by developing custom Microsoft Copilot agents to save time on common tasks, such as writing, editing, and answering questions.
- Created transactional and promotional emails, exceeding industry benchmarks for click rates by up to 23%.
- Refined strategies by analyzing open and click rates and conducting A/B testing.
- Supervised and coached a team of content managers, project managers, and translators to produce high quality at a fast pace.
- Improved team performance through automation and other efficiencies, doubling productivity year over year in FY24.
- Led client and stakeholder engagement, building strong relationships by understanding their needs and delivering effective solutions.
- Provided strategic guidance to help stakeholders reach the right audience at the right time.
- Developed best practices and documented all processes to incorporate new workstreams, improve quality, and increase efficiency.
- Strategized and implemented new programs, including the localization of all content into Canadian French for Quebec.
- Established a team culture of trust through weekly one-on-one meetings, open communication, and clear expectations to inspire engagement and innovation.

Editorial Manager

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

January 2012-December 2014

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

METIA

Global marketing agency

Kirkland, WA

October 2005-October 2011

Editorial Director

- 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

Communications Strategy | Program and Project Management | Client and Stakeholder Engagement | Team Leadership | Marketing Campaigns | Product and Feature Launches | Writing and Editing | Reporting and Analysis | Localization | Accessibility

TECHNICAL SKILLS

Microsoft 365 | Azure DevOps | Microsoft PEARL/PEP | GitHub | Sprinklr | Atlassian Jira

EDUCATION

UNIVERSITY OF NEBRASKA–LINCOLN

Bachelor of Journalism

Cum laude

BELLEVUE COLLEGE CONTINUING EDUCATION

Technical Writing and Communication Certificate