

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. Create engaging content and lead high-performing, cross-functional teams to exceed KPIs and client expectations. Smoothly deliver high quality at a fast pace.

AREAS OF EXPERTISE

Project Management | Writing and Editing | Communications Strategy | Client Engagement | Leadership and Mentorship | Marketing Campaigns | Product and Feature Launches | Process Optimization | Escalation Management | Reporting and Analysis | Localization

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 delivery of internal communications to 1 million recipients worldwide every quarter, exceeding industry benchmarks for click rates by up to 23% in some cases.
- Supervise and coach a team of content and project managers to produce high quality.
- Improve performance through automation and other efficiencies, doubling productivity year over year in FY24.
- Develop and implement new programs, including French localization for Quebec.
- Write and manage a monthly newsletter that goes to over 20,000 Microsoft employees.
- Build strong relationships with stakeholders by understanding their needs, providing strategic guidance, and delivering effective solutions.

Editorial Manager, Allyis, Kirkland, WA | January 2012 – September 2023

- Led a team of content managers who developed B2B marketing materials for Microsoft Advertising (formerly Bing Ads) product and feature launches.
- Created emails, presentations, newsletters, case studies, one-sheets, videos, and other communications.
- Efficiently coordinated meetings, reviews, design, localization, and publishing.

Editorial Director, Metia, Kirkland, WA | March 2004 – October 2011

- Built, supervised, and mentored a team of 20 in-house and freelance writers and editors who produced hundreds of writing/editing projects a year for Microsoft clients.
- 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.
- Developed work estimates, 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 improve quality and consistency.

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