




# AILEEN M. LONDON

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Highly motivated professional with a unique set of analytical and creative skills spanning over 20+ years in creative design, information technology - service management, governance and compliance, and corporate leadership. Innovative visionary and entrepreneur experienced in all aspects of business formation, operations, and product manufacturing along with product design, graphic design, print media and web design. Expert at analyzing current processes and developing working strategies that promote growth and improve efficiency. Accomplished in leading organizations through operational improvement and change. Recognized as a change agent with an established history of delivering effective, impactful customer service and team building.

## ENTREPRENEURIAL EXPERIENCE

### *Entrepreneur*

*Michael London Enterprises LLC*

*March 2019 - Present*

*d/b/a Candles and Creams By London, Waldorf, MD*

- ❖ Owner and creator of Candles and Creams By London Brand:
  - Lead product manufacturing, packaging, order fulfillment, and distribution.
  - Design product and marketing content for multiple candle and body butter lines.
  - Market and grow the company brand via social media, to include TikTok, FaceBook and Instagram.
  - Design, manage and maintain company website.
  - Establish and implement policies, procedures, company goals and strategic objectives.
  - Plan and direct activities such as sales promotions, vendor coordination.
  - Determine goods and services to be sold and set prices and credit terms based on forecast of customer demand.
  - Develop pricing strategies, balancing firm objectives and customer satisfaction.

### *Entrepreneur*

*London Enterprises, Waldorf, MD*

*Jan 2008 - Present*

- ❖ Owner and operator, assisting clients with editorials, publishing, and graphic design needs.
  - Work with clients to create branding packages, and business card and stationary designs.
  - Provide clients with assistance in configuring web hosting packages and website design, including domain registration and website layout.
  - Revise written material to meet personal standards and to satisfy needs of clients, publishers, directors, or producers.
  - Verify facts, dates, and statistics, using standard reference sources.
  - Read copy or proof to detect and correct errors in spelling, punctuation, and syntax.
  - Develop story or content ideas, considering reader or audience appeal.
  - Read, evaluate, and edit manuscripts or other materials submitted for publication and confer with authors regarding changes in content, style or organization, or publication.

***Entrepreneur – Graphic Designer******Glory, Inc., Temple Hills, MD******Jan 2006 - Present***

- ❖ Owner and creative director of graphic design organization catered to grieving families in the Washington, DC area to provide professional, memorial keepsakes.
  - Serve clients with resources to prepare for loved one's memorial services.
  - Confer with clients to discuss and determine layout design for obituary keepsakes
  - Use computer software to generate new images as well as scan images for photo and video editing.
  - Meet with grieving family members to gather information concerning their loved ones.
  - Collaborate with local churches and funeral homes to ensure standards are met for proper viewing of finalized DVD.
  - Operate desktop publishing software and equipment to design, lay out, and produce camera-ready copy.
  - Finalize documents with printer to ensure the highest quality memorial keepsakes.
  - Import text and art elements such as electronic clipart or electronic files from photographs that have been scanned or produced with a digital camera, using computer software.
  - Trim video frame segments to specified lengths and reassemble segments in sequences that present stories with maximum effect.
  - Edit video to insert music, dialogue, and sound effects, to arrange films into sequences, and to correct errors, using editing equipment.

**CORPORATE/TECHNOLOGY EXPERIENCE*****Manager, Internal Audit******Municipal Securities Rulemaking Board, Washington, DC******Jul 2015 – Present***

- ❖ Manage the Internal Audit function to enhance and protect organizational value by providing independent assessments, objective assurance, and consulting services related to business and technical operations. Responsibilities include:
  - Lead annual and periodic risk discussions to inform and update the annual risk-based audit plan and contributed to the annual risk-based audit plan.
  - Assist in evaluating the adequacy, effectiveness, and efficiency of internal controls as it relates to the SEC's Regulation SCI requirements, including education of participants on roles and responsibilities of complying with regulation requirements.
  - Serve as relationship management leader for external audit partners and vendors, including budget and invoicing reviews as well as resource coordination and support.
- ❖ Serve as key advisor in critical enterprise initiatives such as:
  - Migration from a 600+ document management process for policies and procedures to a streamlined policy manual approach thereby reducing the number of managed documents by 92.5% which led to strategic alignment to the organizational control objectives.
  - Negotiate third-party engagements, one of which was the implementation of DocuSign across the organization and another, streamlining of the records management system.
  - Implement reporting mechanisms to ensure the organization complies with Regulation SCI under the Securities and Exchange Act.

***Manager, Application Support******Western Union Business Solutions, Washington, DC******Feb 2013- Jul 2015***

- ❖ Led the transition program of Tier I service desk responsibilities from the local service desk team in Washington, DC to the centralized service desk teams in Vilnius, Lithuania and Costa Rica.
- ❖ Managed onsite and offshore teams of Tier II and Tier III production support analysts and developers to drive improvements in IT related processes globally.
- ❖ Worked closely with Business Transformation to prioritize application defects based on trend analysis.
- ❖ Collaborated with the Global Service Desk Manager to review and rewrite internal processes as necessary and bridge the gap in internal customer satisfaction.
- ❖ Worked closely with Information Security to ensure IT security controls are being enforced as well as identify any security risks.
- ❖ Traveled to regional offices, liaising with key business stakeholders, and recommended to product development teams areas of improvement in performance and feature capabilities that would improve our customers' successful use of products.
- ❖ Provided activity, progress and status reports to upper-level management and kept management updated of critical issues and trends in application support.
- ❖ Provided direct supervision, support, training, technical guidance and mentoring to developers and production support analysts.
- ❖ Collaborated with Head of Internal Audit to ensure internal controls operated effectively and staff executed access management and segregation of duties procedures successfully.

***Manager, Global Service Desk******Traveler Global Business Payments, Washington, DC******Jun 2008- Feb 2013***

- ❖ Managed technical support operations and personnel for North America, including, directly and indirectly, 19 information technology personnel.
- ❖ Escalated and/or resolved service desk incidents in a timely manner.
- ❖ Collaborated with department business Directors to analyze and document process and system workflows.
- ❖ Managed all procedures related to the identification, prioritization, and resolution of end user help requests.
- ❖ Served as primary point of contact for all SOX and SOC audits.
- ❖ Coordinated with development, release and engineering teams to stay abreast of application upgrades, maintenance initiatives and program installations to communicate project status updates to departmental leadership.
- ❖ Ensured constant improvement in service desk metrics.
- ❖ Generated weekly and monthly statistical reports with analysis, conveying information to team members to encourage increased productivity.
- ❖ Served as principal escalation point for all information technology related issues and requests.

***Technical Support Specialist, Tier I, II, III***  
***Ruesch International, Washington, DC***

***Nov 2006 - Jun 2008***

- ❖ Managed daily operations of the Global Service Desk where IT Development Specialists collaborated to plan, analyze, design, implement and maintain web-based financial system applications.
- ❖ Efficiently managed operations while executing technical support on all levels.
- ❖ Directed comprehensive service initiatives for domestic and international clients relating to application access and maintained superior levels of client satisfaction.
- ❖ Fielded incoming service desk calls, emails, instant messages, requests and in-person visits, assuring that outstanding customer service was our priority.
- ❖ Composed and delivered item-specific technical recommendations to Executive Management during developmental and strategic planning meetings.
- ❖ Interviewed recruits and communicated reviews to the IT Director.

## **EDUCATION & TRAINING COURSES**

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**Strayer University, Washington DC (2010)**

*Master of Science Degree Information Systems*  
*Network Management – cum laude*

Graphic Design Theory Course for Beginners

Graphic Design Masterclass

Adobe CC Masterclass (PS, AI, ID)

Branding and Design

Logo Design Mastery in Adobe Illustrator

Complete Instagram Marketing

Facebook Ads for Online Entrepreneurs

Complete Digital Marketing

Social Media Manager

Amazon Marketing and Sales Masterclass

Amazon Ecommerce Business, Ads and SEO

Photo Manipulation and Editing Masterclass

ITIL Foundation v3

Project Management Professional (in progress)

**Strayer University, Washington DC (2008)**

*Bachelor of Science Degree Information Systems*  
*Networking*

## **TECHNOLOGIES**

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- Photoshop 2022
- Piktochart, Canva
- Web design (WordPress, Wix, Shopify, GoDaddy, Dreamweaver)
- Video Editing (Sony Vegas Pro, Flixier, After Effects)
- Office 365 (Teams, SharePoint, Word, Excel, PowerPoint, Outlook)
- ServiceDesk (CA Service Desk, HP Service Desk, HP Service Manager, Zendesk)
- JIRA, Confluence