

M.L. Gainer

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Profile

Resourceful Marketing Communications Project Manager utilizing User Experience Design with 8+ years in planning, business administration, project management, compliance, and managing a broad range of content, products, services, and vendors to develop innovative processes and social communications. Recognized for mentoring staff in best practices of community engagement. Specializing in eLearning, CRM, and strategic analysis.

Skills

Content Planning, Collaboration, Figma, UX Research, User Experience Design, HTML, Project Management, Wireframing, Presentations, Data Analysis, Writing, Survey Design, Creative problem-solving, Communication, Facilitation, WordPress, Program Development, Leadership, Content Management, Social Media, Digital Asset Management, Canva, Vendor Management, eCommerce

Certificates

- UCF UX/UI Design Certificate [🔗](#)
- Meta Certified Digital Marketing Associate [🔗](#)
- Diversity, Equity and Inclusion in the Workplace Certificate [🔗](#)

Education

Certificate: UX/UI Design,
University of Central Florida
Orlando, FL

Bachelor of Arts: Fine Arts, Business Administration, *Rollins College*
Winter Park, FL

- Study Abroad: Lancaster University, UK, Marketing Communications

CAPM Training Program: Project Management, *Florida Technical College*
Orlando, FL

Relevant Experience

Sounds True,

Project Manager - Usability Research and Accreditation Affairs
Jun 2022 – Jul 2023

Develop strategies and trusting relationships across multi-functional teams to align educational technology systems with regulatory agencies.

- Researched 200 service providers to ensure quality educational content for mental health professionals.
- Informed and educated department managers on best policy practices for competitive advantages.
- Managed project information files and coordinated knowledge transfers to stakeholders.

Embodied Philosophy, Digital Community Manager

Jun 2019 – Dec 2021

Built a team of 6 remote community experience specialists to provide excellent online learning experiences and customer service for ~600 live customer interactions on a monthly basis.

- Planned and organized social content, processes and services for cohesive brand journey from cart checkout to course completion.
- Interviewed, onboarded, and trained team to meet engagement objectives and sustain project schedules.

United States Census Bureau, Census Enumerator

Aug 2020 – Oct 2020

Conduct field research and interviews in an assigned community region to collect census data by explaining the objectives of surveys and their procedures to householders and interpret them for understanding.

- Compile, record, and code information derived from specified forms into a predefined database
- Analyze the authenticity of the information provided and submit with appropriate documentation

Florida Rising,

Communications and Business Development Coordinator
Apr 2018 – Apr 2019

Coordinated narrative strategy for business development initiatives that included digital fundraising, donor newsletters, leadership training, community outreach and competitive funding research.

Darden, Compliance and Financial Analyst

Jun 2011 – May 2015

Diagnosed issues and authored initial business cases for enterprise-wide policy changes, customer service scripts, process flow diagrams, and control document forms for comprehensive reconciliation ecosystem.