

MIKAYA LATOYA

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✉ mikaya.latoya7@comcast.net

~ MARKETING & COMMUNICATIONS ~

SUMMARY

Highly effective Technical Marketing and Communications Management Professional possessing excellent program management of global cross-functional teams delivering exceptional Customer relations with competencies in:

- Vendor Management
- Meeting & Event Planning
- Analytical & Problem Solving
- Marketing & Advertising Tools
- Quality Measurement
- Marketing & Communications
- Customer Satisfaction
- Influencing Members External to the Department
- Training Development & Coordination
- Art Direction

CORE COMPETENCIES

COMPAÑIA LA MOTOROLA ▪ IL

Quality

Jun 2002 - Present

- Monitored and tracked project portfolio
- Guaranteed consistent quality of deliverables and adherence to process
- Assessed program framework, identified critical gaps, and provided strategy to achieve objectives
- Provided training on new processes and encouraged program management as enabling tools
- Conducted project review sessions, lessons learned exercises, risk management planning, and stakeholder analysis
- Reviewed and analyzed enterprise survey data and provided measures for improvement
- Worked with clients and subject matter experts to troubleshoot technical issues within product and service portfolio
- Played a part in structuring "a relatively unstructured immediate environment"

COMMUNICATIONS

Aug 2001 - Jun 2002

- Supervised communications team and promoted continuous improvement resulting in significant successes and 33% team effectiveness improvement
- Directed marketing programs focused on brand management, new product launches and existing product initiatives and ensured that all channels were utilized effectively to target customers
- Administered reporting process, event planning, media project management and documentation
- Established metrics to support IT operations, monitored and provided recommended focus areas to senior management
- Developed global cross-sector survey team to develop and implement survey with closed loop response
- Proficient in portal development and successfully migrated current web pages to portal
- Converted business goals into marketing communication strategies
- Formed a dynamic global team to collaborate and address customers needs and achieved increase in brand equity
- Provided strategy and management of Customer Satisfaction and Communication Programs

MARKETING & ADVERTISING

May 1998 - Aug 2001

- Developed marketing plans to educate target customers
- Created marketing materials for new products and applications using corporate guidelines
- Performed web analytics to measure effectiveness of marketing initiatives
- Implemented marketing, stakeholder, brand identity and customer satisfaction strategic plans resulting in increased customer satisfaction
- Provided vendor management and support to develop virtual training self-help tool
- Managed Global Online Advertising
- Promoted team excellence for continuous improvement in cycle time, quality and achievement of goals
- Created marketing plans, internal processes, and training materials
- Headed global cross-sector Performance Excellence sub teams focused on Customer & Market and Customer/Consumer Business Results
- Conducted customer focus groups to increase technology awareness, understanding, and gain support

MEDIA MANAGEMENT

Nov 1997 - May 1998

- Amplified readership and enhanced effectiveness of customer communications by 20%
- Supervised team of corporate communications and web administration resources including contractors
- Handled cross-functional and global teams, and multiple concurrent projects and processes
- Managed corporate email mailbox for customer feedback, literature request, mailing list, etc.
- Rolled out global customer improvement program in the organization
- Structured and maintained training content

MEETING & EVENT PLANNING

Nov 1996 - Nov 1997

- Organized local and international events

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- Coordinated the organization and facilitation of Quality and Standards team initiatives and events
- Coordinated with subject matter experts to generate jargon-free IT content
- Headed cross-sector targeted customer satisfaction survey and analysis team
- Provided art direction and management of multiple vendors of print and online
- Developed graphic and internet design
- Designed automated processes to lessen repetitive tasks and increase productivity

PREVIOUS EMPLOYMENT

MULTI-MEDIA CONTRACTOR ▪ DIGITAL ROLLING MEADOWS, IL	1995-1996
DESKTOP PUBLISHING ▪ PUERTORICAN SPEEDY PRINTING WHEATON, IL	1994-1995
PRODUCTION ARTIST ▪ GRAPHIC ART SERVICES SERVICE BUREAU VILLA PARK, IL	1992-1993
HUMAN RESOURCES ▪ UNISYS CORPORATION, LOMBARD, IL	1987-1991
EXPORT SALES ▪ MAGNAFLUX CORPORATION CHICAGO, IL	1983-1986

CERTIFICATIONS

Certified Project Management Professional (PMP)
Masters Certificate in Project Management

PROFESSIONAL AFFILIATIONS

Project Management Institute
Association for Multimedia Communications
International Interactive Communications Society
Graphic Artist Guild

EDUCATION

DIGITAL SIX SIGMA TRAINING ▪ MOTOROLA UNIVERSITY, IL
IT PROJECT MANAGEMENT ▪ GEORGE WASHINGTON UNIVERSITY, D.C.
BUSINESS ▪ UNIVERSITY OF PHOENIX, AZ
MARKETING/COMMUNICATIONS ▪ COLLEGE OF DUPAGE, IL
GRAPHIC DESIGN ▪ AMERICAN ACADEMY OF ART, IL

COMPUTER SKILLS

Microsoft Office Suite: Photoshop, Illustrator, PageMaker, QuarkXpress, Flash Web Page Content Management utilizing Vignette, FrontPage & HTML