

OLIVIA MENSAH-DZRAKU

UX DESIGNER/PROJECT MANAGER

INFO

ADDRESS

Annandale, VA 22003

PHONE

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SKILLS

Design UX Strategy
External & Internal Marketing
Wireframing
Marketing Strategy
Prototyping
Figma
Communication
Copywriting
User Testing
Adobe XD
Business Process Improvement
User Journey
Empathy
Visual Design
Data Analysis
Adobe Experience Manager
Survey
Interview
Journey Mapping
Usability Testing
Project Management

EDUCATION

The Ohio State University
Major: Communications
Minor: Psychology

Google UX Design Professional
Certification

DESIGN PORTFOLIO

WORK

COMMUNICATIONS PROJECT MANAGER, CISCO

Jan 2021 - Present

- Strategize and upkeep the design, look, and feel of Partner Experience information space
- Write marketing collateral for partners and channel teams to drive stakeholder awareness, comfortability, and usage of newly introduced platform.
- Manage platform community space by organizing and recommending content that ensures consistency of Cisco brand
- Strengthen key communication activities and important change management projects for core team via SharePoint and SalesConnect
- Edits content created by management team and tracks metrics to leverage push of messaging and secure publication

FREELANCE DESIGNER/WRITER

Feb 2020 - Present

- Create wireframes and prototype for iteration
- Conducted user research and usability study
- Write and edit content that meshes with the goals and needs of client (catered to an audience of over 300,000)
- Increase engagement by creating copy that expands growth in following, interest and revenue
- Provide brand strategy for enhanced marketing impact
- Provide creative advice to enhance messaging and look on social platforms, brand websites and company

NEW BUSINESS MARKETING, CDR GROUP

Sep 2018 – Feb 2020

- Lead CDR marketing initiatives through design and content development, relationship building through CRM program
- Enact as voice of company on website and social media accounts
- Increased creation of new business through industry research, and writing presentations, press releases and proposals
- Developed and manage yearly marketing calendar including social media, blog content development, conference collateral, industry awards and events
- Managed content repository for proposals across case studies, team bios and service areas

SALES OPS SUPPORT SPECIALIST, THE RESULTS COMPANIES

April 2016 – Oct 2017

- Developed cohesive web strategies and designs that included journey mapping and ensuring marketing department was aware of current industry trends
- Developed creative marketing and communication strategies to attract clients, and help market company
- Wrote and edited marketing content ranging from cover letters, social media copy, blogs, newsletters, and official company communications
- Edited prospect presentations for upper-level management
- Administered projects through Salesforce and SharePoint to update company data and contacts