

Anna Mason-Kamgaing: Copywriter | Marketer | Communications Expert

Personal Statement: I am a skilled writer with experience crafting content for the following: employee communications, senior leader talking points, short and long form articles, whitepapers, websites (SEO), technical documentation, newsletters, emails, and marketing artifacts. My strengths are creativity, research, and speed. I'm adept at changing writing styles according to the target audience. My experience includes writing within multiple industries: corporate, nonprofits, retail, banking, and technology. Additionally, I hold a breadth of technology certifications that give me a unique edge when developing technology focused content.

PORTFOLIO: [Anna Esther | Writing Portfolio](#)

Areas of expertise include:

Copywriting	Employee Learning & Engagement	Project Management
Intranet Development/Management	Video Production	Script Writing
Content Management Systems (Joomla, WordPress)	Change Management	Search Engine Optimization

EDUCATION:

University of North Carolina at Charlotte – Bachelor of Communications

Queens University of Charlotte – Master of Business Administration

CERTIFICATIONS:

ITIL Managing Across the Lifecycle Certified (2011)	IT Service Management Certified Expert (2011)
IT Service Strategy Certified (ITIL 2011)	IT Service Design Certified (ITIL 2011)
IT Service Transition Certified (ITIL 2011)	IT Service Operation Certified (ITIL 2011)
Continual Service Improvement Certified (2011)	ITIL v3 Foundation Certified
Actualized Leadership Profile (ALP) © Certified	COBIT © 5 Certified (IT Governance Framework)

Splunk Certified Power User	IT Service Intelligence 2.6 (.conf2017)
Agile Scrum Master Certified (2020)	Splunk 6.5 for Analytics and Data Science (Machine Learning)

PROFESSIONAL EXPERIENCE

Wells Fargo, Charlotte, NC

April 2022 - October 2022

As a contract Senior Lead Copywriter, I crafted and edited articles, white papers, award submissions, and speaking scripts (events/podcasts) to position Wells Fargo as a thought leader in the payments industry. I was the voice for senior leaders who represent payments as a part of the digital strategy and innovation group. I effectively managed the challenge of navigating a matrixed editing and approval process specific to the bank and cross-functional lines of business.

Wells Fargo Deliverables

Articles

- [How Has the Pandemic Permanently Reshaped the Payments Experience and Consumer Behavior in the U.S.? \(fasterpaymentscouncil.org\)](https://fasterpaymentscouncil.org)
- [Is the relationship between financial institutions and fintechs complicated? Not anymore. | LinkedIn](#)
- Account-to-Account Payments (In approval process)
- Cross-border Money Movement (In approval process)
- Simpler Payments (In approval process)

Whitepapers

- [Cross-border payment strategies: Building winning solutions for seamless, secure and fast global money movement - Wells Fargo \(wf.com\)](#)
- [ISO 20022 – Partnership piece](#) with fasterpaymentscouncil.org
- ACH – Partnership piece with Nacha.org (Drafted)
- Simpler Payments (Drafted)

RJ Reynolds (British American Tabaco), Winston Salem, NC

November 2022 – April 2022

As a contract Communications Content Writer for RJ Reynolds, I was part of the Change Management team, supporting the SAP software transformation that aligns RJ Reynolds with British American Tobacco best practices. My role was focused on crafting cross-functional communications targeted to the business and change transformation network, ensuring business readiness up to go-live and through a hyper-phase of continual improvement. I composed emails and talking points for senior executives, created and designed newsletter content, storyboarded videos, edited creative materials, and designed other collateral as needed to support the change program. My work impacted 5 major functions across the company: Marketing, R&D, Finance, Operations, and Human Resources. I focused on understanding the voice of each senior leader and functional organization, to ensure optimal effect when sharing release updates and program milestones.

Bank of America, Charlotte, NC

April 2015 – April 2021

As a VP, Senior Service Delivery Consultant within Resiliency, Business Operations and Controls, my role was focused on **Global Technology & Operations** workforce management. My team ensured the functional role taxonomy was a true reflection of work performed, filtered through the lens of multiple IT frameworks, such as ITIL, COBIT, and Agile. We collected and analyzed data to strengthen horizontal workforce management capabilities across the bank's technology organization. Our aim was to apply AI and machine learning to fine tune the skills inventory toward the goal of forward-looking talent allocation. As a part of this role, I designed and managed the communication and adoption plan for a multi-year technology deployment that brought together various workforce management tools across an organization of 100k+ employees.

704-920-8645

annakamgaing@gmail.com

When a part of the **Chief Administration Office**, within Global Procurement, my role as Communications Manager was focused on Third Party Program engagement and education, including the design, delivery, and management of Enterprise Vendor Manager certification to ensure Third Party compliance across all lines of business. Additional responsibilities consisted of managing an end-to-end re-branding of the Global Procurement organization, including the design and deployment of an employee skills tool and internal communications portal. One of our KPIs was closing the gap between manager and employee perception of skill level.

Previous roles included a contract role as Senior Communications & Marketing consultant within Global Technology and Operations. I was responsible for ensuring the effective adoption of a new IT Service Management process framework, that included the design and delivery of a robust internal communications & marketing campaign. I personally designed and developed a library of multimedia tools to educate and engage the **Chief Technology Organization** on 26 ITIL© based processes.

My experience also includes time within **Enterprise Data Management**, where I held a role focused on tool adoption and Enterprise Data Management Policy education and engagement. Key to success was building an understanding of data management principles and participating in industry forums to ensure innovative design and implementation of artifacts purposed for streamlining organizational comprehension of data lineage and reporting.



Agile Scrum Master

Presented to:

Anna Esther Kamgaing

17 February 2020

A handwritten signature in black ink, appearing to be "B. Taselaar", written over a blue wavy background.

drs. Bernd W.E. Taselaar
Chief Executive Officer

4753240.20796854

EXIN
The global independent certification institute for ICT Professionals

The validity of this certificate can be checked on www.exin.com/certificate-authentication





CERTIFICATE OF ACHIEVEMENT
FOR COMPLETING THE REQUIREMENTS OF CERTIFICATION

Anna Kamgaing

HAS BEEN AWARDED THE TITLE:
Splunk Certified Power User



DATE: May 23, 2016 VERSION: 6.3
LICENSE #: Cert-101667

A handwritten signature in black ink that reads "Karen Hodges".

KAREN HODGES
GLOBAL CERTIFICATION PROGRAM MANAGER

704-920-8645
annakamgaing@gmail.com



- ITIL
- FOUNDATION
- MANAGEMENT
- OPERATIONS
- FINANCIAL
- SECURITY
- PROJECT
- REASON
- TRANSITION

This is to certify that
Anna Kamgaing
 Has achieved the
ITIL® Intermediate certificate in IT Service Transition

Effective from
March 09, 2015
 Certificate number
1002572765
 Registration number
51001-V15001946

Ian W. Daykin
 Ian W. Daykin
 CSME Chief Executive Officer

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- ITIL EXPERT
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- ITIL SENIOR EXPERT
- ITIL SENIOR MASTER

This is to certify that
Anna Kamgaing
Has achieved the
ITIL® Intermediate certificate in IT Service Strategy

Effective from
February 27, 2015

Certificate number
1002561766

Registration number
51001-V15001946


Ian W. Daykin
CSME Chief Executive Officer





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- ITIL SPECIALIST
- ITIL ADVANCED
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- ITIL SENIOR

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Anna Kamgaing
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ITIL® Intermediate certificate in IT Service Operation

Effective from
April 06, 2015
Certificate number
1002604400
Registration number
51001-V15001946


Ian W. Daykin
CSME Chief Executive Officer





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- ITIL ADVANCED
- ITIL EXPERT
- ITIL MASTER
- ITIL MANAGER

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Anna Kamgaing
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ITIL® Intermediate certificate in IT Service Design

Effective from
April 01, 2015
Certificate number
1002601084
Registration number
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Ian W. Daykin
CSME Chief Executive Officer





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Anna Kamgaing
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ITIL® Managing Across the Lifecycle (MALC) certificate

Effective from
April 12, 2015
Certificate number
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Registration number
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Ian W. Daykin
CSME Chief Executive Officer



ITIL Expert
Certification.pdf

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MoR

P3M3

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MoP

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ITIL® Expert Certificate in IT Service Management

Effective from

12 April 2015

Certificate number

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Instructor - Anna Kam

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- ITIL Practitioner
- ITIL Service Manager
- ITIL Incident Manager
- ITIL Problem Manager
- ITIL Change Manager
- ITIL Release Manager
- ITIL Asset Manager


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Anna Kangaing

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ITIL® Intermediate certificate in IT Continual Service Improvement

Effective from
March 20, 2015

Certificate number
1002588494

Registration number
51001-V15001946


Ian W. Daykin
CSME Chief Executive Officer



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APMG International

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Anna Kamgaing

HAS PASSED THE

COBIT[®] 5
Foundation Examination

EFFECTIVE DATE

03 March 2015

REGISTRATION NUMBER

COBIT/552974

CERTIFICATE NUMBER

03013679-02-FLNN

Nick Houlton
Chief Operating Officer

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This examination is based on the 2012 version