

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	AI produced/edited content
Intranet Development/Management	Video Production	Communications Manager
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
Present

April 2022 –

As a contract Senior Lead Technology Specialist with the focus of communications management, I am responsible for the creation and distribution of a weekly newsletter with a 50k employee readership. I created a communications strategy and plan for a company-wide Agile transformation as a part of the Agile transformation office. I lead socialization efforts among enterprise coaches, teaching them how to utilize communication tools in partnership with line of business communication leads, product owners and managers, as teams develop new products.

Wells Fargo, Charlotte, NC
October 2022

April 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

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

November 2021 – 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.

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.