

## Alma Washington

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## Experience

### Vox Media

#### Product Operations Manager | January 2022 - December 2024

- Supported four, five-person engineering teams, collaborating closely with product, engineering and design leadership to ensure alignment on team and project initiatives, goals, and communication.
- Led the Product department's quarterly OKR planning process, working with product and engineering managers to track and communicate progress and goals to senior executives.
- Managed high-impact, timeboxed projects across cross-functional teams, including overseeing the implementation of a complex payroll vendor for a subscription-based platform.
- Created and executed support workflows for newsletter production and user support that improved cross-functional communication, increasing efficiency and ensuring timely delivery of product goals.
- Organized and facilitated recurring team all staff meetings for 100+ employees, including agenda and presentation curation, managing stakeholders and content, and emceeing the remote-first meeting.
- Identified potential process and communication challenges and worked with product managers, development leads, and stakeholders to devise and implement actionable solutions, including starting a quarterly roadmap review with editorial stakeholders.

### News Revenue Hub

#### Senior Project Manager | December 2020 - December 2021

- Demonstrated high-level membership knowledge and management potential, resulting in a promotion to Senior Project Manager
- Trained and managed a team of three project managers in membership marketing strategy; worked with the project managers to support 60+ newsrooms.
- Led the development of two fundraising toolkits from conception to completion, complete with campaign roadmaps, email copy, design assets, and reporting guides; provided high-level strategy and day-to-day support for campaign execution.
- Created internal products, including onboarding documentation and training guides, that created operational efficiencies, standardized processes, and provided clear direction during an organizational restructure.
- Managed copywriting and customer service contractors approved invoices and assigned projects on a bimonthly basis.

#### Project Manager | October 2019 - December 2020

- Worked with executive leadership of over 20 news organizations to help them launch, maintain and grow membership programs.
- Developed reader surveys and analyzed results to build email marketing and acquisition strategies.
- Created dozens of Salesforce reports, membership best practice guidelines and strategic plans that aided organizations in creating reader revenue.
- Designed and taught SEO curriculum that was used in multiple Google-funded audience labs.
- Developed systems and processes for our organization's rollout and use of the Jira ticketing system

### The News & Observer & The Durham Herald-Sun

#### Regional Audience Growth Producer | November 2018 - September 2019

- Managed social media strategy for two news products. Trained reporters and editors on social media tools and best practices. Created social plans for long-term projects.
- Managed homepages, push alerts and newsletters for two newspapers.
- Coached staff on SEO tag writing and best practices. Edited and wrote SEO tags for stories and projects.
- Completed a site-wide SEO clean-up project. Surveyed SEO and sections of The Charlotte Observer and rewrote meta-tags for every section of the paper.

## Education

**The University of North Carolina at Chapel Hill** | B.A Media and Journalism – Interactive Multimedia Concentration • Minors: Creative Writing, Writing For the Screen and Stage