



micah vono

Creative and technical leader with over a decade of experience driving initiatives that inspire, educate, and streamline.

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Portland, OR

skills

Content creation & management
Knowledge management • Project management • Storytelling • Information architecture • Vision & strategy • Commitment-based management • Video • Mood & culture • Design & design thinking • Collaboration • Process & operations • Roadmapping • Training • Metrics and dashboards • Ethnographic research • User-centered design • Remote work

education

ART INSTITUTE OF
PITTSBURGH

Web Design Studies
2007-2008

UNIVERSITY OF
NORTHWESTERN, ST. PAUL

Business Major
1999-2001

tech & tools

Asana • Adobe Creative Suite • LMS • CMS • Live broadcasting • Chat bots • Facebook & Instagram Ads • Figma • Office 365 and Sharepoint • SQL • HTML • Salesforce • Wordpress • AI fundamentals

employment

JUN 2015 - JUN 2023 - META, AUSTIN, TX & PORTLAND, OR (REMOTE)

INTERNAL COMMS & MARKETING, MONETIZATION ORG

Produced content and comms that help 7K+ product builders understand customers and business priorities to build better products. Multichannel marketing campaign included web and social content, interactive video installations, a chat bot, email marketing campaign and more, generating over 1M internal impressions.

Interfaced directly and autonomously with mid-senior leadership, internal stakeholders, and external partners (including hundreds of Meta customers, policymakers, and consumer advocates).

Led research and data analysis to create actionable insights and infographics that refined how programs teams built for and communicated with target audiences.

Designed and managed Meta's first internal product to inspire and educate engineers and product teams about customer experiences.

Traveled the world to produce two documentaries about risks and opportunities for the organization, Reached 100% of the target audience, leveraged for mandatory company training (~60K people), and shared at the World Economic Forum in Davos.

Grew team from a solo Program Manager to a Content Marketing team of four.

KNOWLEDGE & PROCESS MANAGEMENT, SMB OPERATIONS

Developed Meta's first knowledge program, producing 27% decrease in handle time, 50% decrease in issue escalation, and 50%+ decrease in sales pitch prep time. Aligned content across product marketing, support, and customer Help Center. Rolled out knowledge program globally to 11 vendor sites in all four regions.

Used knowledge process data to develop product and process insights at scale, creating a flywheel with product teams to drive product improvement.

APR 2011 - MAY 2015 - REGIS CORPORATION, MINNEAPOLIS, MN

KNOWLEDGE MANAGEMENT TEAM, IT

Managed a Knowledge & Training team that supported 50K creative stylists through process management, web and video content, technical writing, eLearning training, and data analysis. Capability owner for Cornerstone Learning, SharePoint, Office 365, and ServiceNow Knowledge.

Training, change management leader, UI/UX consultant for POS rollout to 50K stylists at 7K salons. Owner for a \$1M project to redesign and replatform intranet portal used by all employees for communication and collaboration.

Developed and implemented a KM program that increased knowledge creation by 851%, with 90%+ sustained adoption for 4+ years after rollout.

2012 - BEST BUY - MINNEAPOLIS, MN

Knowledge Management Consultant; architected a transitional Knowledge Transfer Plan and ongoing KM strategy.