

MINA PONTARELLI

CUSTOMER EXPERIENCE SPECIALIST

CONTACT

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ROLES

UX Architect
Usability Researcher
Content Creator
Website Content Manager
Marketing Manager
Social Media Manager
Customer Service Support
QA Tester

DELIVERABLES

Email Campaigns
Lead Generation Lists
Competitive Assessments
Social Media Images
Siteflows
Wireframes
Business Requirements
Online Surveys
Newsletter Creation and Reporting
Customer Service Templates
Newsletter Templates
Social Media images
Marketing Strategy

WORK EXPERIENCE

CUSTOMER EXPERIENCE CONSULTANT

Freelance | 2011 - Present

Work with small-medium size businesses to enhance customer experiences through website usability, email marketing, and customer service

- Create email campaigns (welcome series, weekly newsletters, etc.) using Mailchimp, Constant Contact
- Data analysis for emails (bounce rates, open rates, click rates, and unsubscribes) and recommend solutions
- Repurpose site content for social media (Facebook, Instagram, Pinterest)
- Manage partnerships for Instagram influencers by updating media kit, lead research, outreach to brands, and project management
- Build community through Facebook and Instagram
- Create and manage social media editorial calendar, post on Facebook and Instagram using Later, Planoly, and similar tools
- Create images for social media and newsletters using Canva, Adobe Spark, etc.
- Develop competitive assessments, heuristic evaluations and product enhancement lists based on business objectives
- Create siteflows, wireframes, and functional spec based on requirements
- Conduct QA for website and mobile applications, logged bugs/issues, and work with technology and designers to find solutions
- Redesign content for SAAS startup to increase subscriptions and clarify offering
- Train clients on new technologies and process
- Aid in customer support by solving technical issues, password resets, etc.
- Analyze customer service issues, create email templates for common issues, work with tech/design to resolve bugs and usability issues

DIRECTOR OF CONTENT AND EXPERIENCE

Daily Makeover | New York, NY | 2007 - 2010

Lead the UX redesign of DailyMakeover.com and the virtual makeover technology

- Developed wireframes and functional specifications for Daily Makeover as well as licensing clients such as Clairol, COVERGIRL, and Avon
- Managed production team across US, Canada, India, and Asia
- Led daily SCRUM to accelerate team interaction, development, and QA
- Developed strategy to create new content categories (slideshows, videos, quizzes) to increase ad revenue
- Created surveys, usability testing, and competitive assessments for clients
- Managed customer support team, resolved support tickets, created email templates for common responses, worked on reducing the number of issues/week as well as speed to answer

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TOOLBOX

BUSINESS / TECHNOLOGY

Microsoft Office

Google Suite

SCRUM

Zoom Meeting

Survey Monkey

SLACK

Wordpress

Jira

Bug-tracker

MARKETING / SOCIAL MEDIA

Mailchimp

Constant Contact

Later

Planoly

Canva

Adobe Spark

SKILLS

Problem Solving

Eye for Detail

Community Management

Team focused

Loyal

WORK EXPERIENCE CONTINUED

USER EXPERIENCE CONSULTANT

Harvard Business School Publishing | Cambridge, MA | 2001 - 2007

Worked with business leaders at Harvard Business Review, Harvard Business School, and other publishing verticals to enhance their user experience online

- Developed interactive wireframes, sitemaps, content inventories
- Managed the design process including comp process, buildout, and creative QA
- Worked with VP of Customer Experience on user testing (prototype development, formal usability testing, task lists, and product enhancements lists)

LEAD INFORMATION ARCHITECT

Proxicom | New York, NY | 2000 - 2004

Worked with companies like Nike, Chase, and GHI to enhance user experience, increase revenue, and meet business objectives

- Worked closely with creative, technology, and executive management to build user experience strategy
- Created business requirements, wireframes, and business rules
- Managed creative process and participated in QA to ensure all business use cases were met
- Trained clients on new tools

SENIOR CONSULTANT

Andersen Consulting | 1995 - 2000

Worked with various clients in retail, banking, healthcare vertical to build new features and functionality

- Managed relationship between Andersen and creative teams (Razorfish, Agency.com etc.)
- Created wireframes based on functional requirements
- Developed business requirements and worked with technical teams to resolve issues between creative, requirements, and technology

EDUCATION

MATHEMATICS &

COMPUTER SCIENCE

Loyola University, Chicago 1995

LITERATURE

Loyola University, Rome, 1993

INTERESTS

Health & Wellness

Travel

DIY

Women-owned businesses

Startups