

Mia Swift

Find Me:

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Contact me:

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Summary: *I'm a dynamic communications, brand marketing and enablement professional with progressive experiences in publishing, hospitality and technology. My formal Visual Communication Design education grounds my methodology: in thoughtful communication, creative decision making, intelligent brand positioning and good design - always.*

Experience: **Yext | Enablement Designer | New York, New York** *Nov 2018 - Present*

- Execute Enablement methods that best ensure our internal teams are equipped with the tools and resources required to evangelize the Yext product externally
- Align with Product, Product Marketing, Sales, Client Success, Client Delivery and Leadership to identify channel-specific product messaging to best enable 700+ Yext employees globally
- Develop, facilitate and execute a global multi-phased sales & product training strategy using various modalities for the Revenue organization including follow-up and reinforcement
- Design all internal materials released by Enablement, including product and training decks, video demos, 1-sheets, cheat sheets, battlecards, and various other collateral

May 2018 - Nov 2018

Yext | Internal Communications Manager, Client Delivery | New York, New York

- Ensured the global Client Delivery organization of 120+ people was armed with the proper messaging and best practices to advance the product and properly address client inquiries
- Analyzed and interpreted customer Zendesk data into resource creation and correction
- Authored over 2000 Guru cards with new, updated and enhanced product and department info and achieved 93% department program adoption within 3 months
- Created 6 team sites and designed all department-wide decks & internal marketing materials

Nov 2016 - May 2018

Yext | Operations Specialist, Small Business & Partnerships | New York, New York

- Consulted with over 1K Yext Partners and Small Businesses as a product expert
- Recognized in FY17 & FY18 as a top performer in a complex, high volume, fast-paced setting
- Served as the team subject matter expert on strategic partnerships & the healthcare vertical
- Won the department's FY18 peer-nominated "Cool Under Pressure" award

Sep 2014 - Aug 2016

planBgroup | Brand Strategist | Dallas, Texas

- Executed design concepts and facilitated brand "DNA sessions" for over 40 restaurants
- Organized project assets from kickoff, past multiple design rounds, through to final delivery
- Developed relationships with vendors and artists through sourcing of original pieces
- Redesigned planB's website & sales pitch and launched the company's Instagram account

May 2015 - Apr 2018

City Surf Fitness | Freelance Designer & Brand Consultant | Dallas, Texas

- Created bi-weekly social media graphics and branded merch for a boutique fitness studio
- Art directed the Deep Ellum, Dallas studio, including the design of an 11' tall outdoor mural

Education: **University of Notre Dame | South Bend, Indiana** *May 2014*

College of Arts and Letters, Bachelor of Arts in Visual Communication Design
Deans List, Minor in Art History

John Cabot University | Rome, Italy *Spring 2013*

**Interests
& Skills:**

Acrobat Pro

Asana

Baking banana bread

Box

Camtasia

Copywriting

Excel

Finding travel deals

Guru

InDesign

Illustrator

Jira

Learning Italian

Photoshop

Premiere Pro

Salesforce

Saleshood

Studying skincare

Trello

Zendesk

References:

Happy to put you in touch.

Thank you.