

Arika Lawrence | Jr. UX Researcher | Certified UX Professional

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PROFESSIONAL VALUE STATEMENT

High-performing marketing communications professional with 9+ years of working on cross-functional, remote teams to deliver world-class customer experiences. Creative problem solver with an empathetic mindset using mixed methods research and CX/UX best practices to design meaningful, functional digital products and services. Champion for user experience excellence and known for leveraging a multidisciplinary background in business, technology, and design to build out seamless customer journeys while having a keen eye for emerging trends in the global research community.

AREAS OF EXPERTISE

Data Analytics
User Journeys
Marketing Strategy
User Empathy Mapping

Wireframing
Project Management
User Experience (UX)
User Research & Surveys

Prototyping
Usability Testing
Strategic Communications
Customer Experience (CX)

USER EXPERIENCE PROJECTS & CONTRIBUTIONS

Essteem's Equalithon, Hack-a-thon: Future of Women at Work, Team Lead & UX/UI Designer, 2020-Present

The Dating Profile Coach (in-concept), UX Researcher, 2020

Sprout Cooking Club, UX Generalist, Information Architecture, 2020

City Cycles, UX Generalist, Skillcrush Coursework, 2019-2020

KittenKab, UX Generalist, Skillcrush Coursework, 2019-2020

PROFESSIONAL EXPERIENCE

Remote Year

Digital Nomad (Participant)

2019-2020

- Traveled in a group of 22 professionals from a wide range of industries through Vietnam, Thailand, Japan, and Malaysia, taking part in immersive cultural experiences, lead 2 professional development workshops, and participated in positive impact activities to better each hosting city.
- Studied for user experience (UX) certification while on Remote Year program --- the program was cut short in March due to the COVID-19 global pandemic.

Airlines Reporting Corporation (ARC), Arlington, VA

2016-2019

Marketing Programs Specialist

- Collaborated with internal and external business partners to lead complex, multi-tiered B2B marketing initiatives and strategies, including 30+ customer-focused email marketing campaigns and supporting a suite of 15+ product email marketing initiatives annually.
- Oversaw marketing event strategy for the annual customer conference, TravelConnect, for 2 consecutive years, which drew 400+ global travel professionals. Collaborated with content, design, and web teams to create a branded, user-friendly website, and event application.
- Applied customer research from surveys and interviews to prioritize customer needs and maintain customer experience excellence with ARC's various products, services, and events.
- Wrote long form and short form customer-centric copy for digital channels, including Google Ads, corporate website, email copy, guides, video scripts, company blog, and social media.
- Identified opportunities to grow customer-based marketing performance by optimizing product emails, customer service emails, customer care center scripts and SEO copy for key landing pages.

- Designed, implemented, and partnered with customer success and events team to curate omnichannel customer engagement strategies for webinar programs and industry events.

Water Environment Federation (WEF), Alexandria, VA

2014-2016

Marketing Communications Specialist

- Contributed and assisted with executing a \$20+ million-dollar marketing strategy for the largest, award-winning annual water conference in North America, WEFTEC, which attracted 25,000+ global attendees.
- Performed ongoing customer and market research to identify opportunities to improve the customer experience of WEF's in-person educational programs, services, and events.
- Authored content and managed brand style updates to 2 corporate websites, conference social media platforms, and the conference event app.
- Created 10+ WEFTEC marketing campaigns with key internal stakeholders using direct mail, video, conference event in-app promotions, social media campaigns, and advertisements.

Public Advocacy Communications Specialist

2013-2014

- Organized National Infrastructure Summit in Washington, D.C., which attracted 150+ attendees and oversaw a \$25,000+ event budget.
- Spearheaded social media strategy and communications plan for the U.S. Water for Jobs public awareness.
- Maintained Water for Jobs content and brand style on all print materials and digital channels, including website, newsletter, factsheet, brochures, and presentations.

Communications Coordinator

2012-2013

- Produced 3 co-located events during WEF's annual conference and coordinated a special event in Stockholm for World Water Week.
- Published 10+ content pieces for public outreach programs including, managed the first video contest for the public awareness campaign, including monitoring 3 social media platforms.
- Partnered with design, technical education, and public education teams to support a wide range of campaigns; contributed to content creation of press releases, social media posts, and other media relations strategies.

EDUCATION & CERTIFICATES

Bachelor of Arts, Mass Media Arts, Journalism, Clark Atlanta University, Atlanta, GA, 2009

Certified User Experience Professional (CUXP), Skillcrush, 2020

Google Analytics Certification, 2020

Storytelling in Modern Media, THREAD at Yale University, New Haven, CT, 2019

Digital Marketing Certificates, University of Illinois Urbana-Champaign by Coursera.org, 2015

TOOLS & OTHER SKILLS

Slack | Figma | InVision | SurveyMonkey | Google Surveys | Google Analytics | Adobe Creative Suite | Microsoft Office Suite | Content Management System (CMS) | WordPress | Hootsuite | Basecamp | Business Process Improvement | Design Thinker