

Fendy Mesy, UXC, CSPO, CSM
11801 Rockville Pike #1504 | North Bethesda, MD 20852
fendy.mesy@gmail.com | (240) 491 -2777

To the hiring team:

As a Nielsen Norman Group (NN/g) certified UX practitioner who passionately believes in solving clients' pain points with impactful, user-centric digital experiences that deliver on both user and business objectives, I would love to be considered for this opportunity!

Most recently as the Digital Marketing Manager for Shobha Salons, a multimarket leader in the \$2 billion beauty hair removal industry, I reported directly to the CEO and conducted customer research and used customer-driven insights to support omnichannel and digital implementations that solved complex customer needs and business goals. I led a cross-functional digital marketing and development team tasked with implementing digital experiences that helped achieve a 25% increase in Q4 revenues in 2018.

With several years of experience pairing with design and development teams to design solutions for clients and engaging directly with stakeholders, I would be grateful for the opportunity to discuss how I can leverage my experience and why I believe I would be a great fit for this role and the team!

Additionally, my rigorous NN/g UX training further equipped me with a solid foundation to make in-depth and effective user-centric design and development decisions that would greatly benefit this role, client work, and the company at large.

I've attached my resume for your review. Below are links to some samples of my project/product experience.

Thank you for your time and consideration!

Warmest Regards,
Fendy Mesy

Samples of Work Include:

Digital Presentation

- Bluemercury, Inc. Digital Product Pitch Deck - <http://bit.ly/2p6KMPP>

Devex Digital Content Partnerships:

- "Healthy Horizons" - <https://pages.devex.com/healthy-horizons>
- "From Healthy to Secure" - <https://pages.devex.com/healthy-2-secure.html>

Fendy Mesy, UXC, CSPO, CSM

UX Strategist & Digital Project Manager

fendy.mesy@gmail.com | (240) 491-2777

SKILLS

Design Thinking • User Experience • User Research • UX Design • Persona Development
Prototyping • Wireframing • IA Mapping • Usability Testing • Stakeholder Engagement
Account + Product Management • Brand Marketing • Content Strategy • Customer Experience
Agile Scrum • Jira • Trello • Balsamiq Mockups • Figma • Sketch • Slack • Salesforce CRM
Google Analytics • Presentations • AI Integration • Multilingual (French, Spanish, Haitian Creole)

CERTIFICATIONS

UX Certification (UXC) Nielsen Norman Group (NN/g)	2019
Certified Scrum Product Owner (CSPO) Scrum Alliance	2019
Certified ScrumMaster (CSM) Scrum Alliance	2019

EDUCATION

Bloc UX/ Product Design	2019 - Present
Georgetown University Artificial Intelligence Management, Certificate	2019
General Assembly Product Management, Certificate	2019
Bowie State University B.S. Communications, <i>Dean's List, Alpha Kappa Alpha Sorority, Inc.</i>	2008

PROFESSIONAL EXPERIENCE

Bloc <i>UX Design Apprentice</i> Remote	2019 - Present
<ul style="list-style-type: none">Currently completing project-based UX design work under the mentorship of UX and Product Design industry experts.	
Shobha Salons <i>Digital Marketing Manager</i> Gaithersburg, MD	2017 - 2018
<ul style="list-style-type: none">Conducted client surveys and interviews and used the client/customer-driven insights to support omnichannel and digital implementations that solved complex client needs and business goals. Led a cross-functional digital development team tasked with implementing digital experiences that helped achieve a 25% increase in Q4 revenues.	
Devex <i>Senior Associate, Digital Communications Partnerships</i> Washington, DC	2017
<ul style="list-style-type: none">Secured and helped manage digital communications product launches for clients including, Johnson & Johnson, Philips, and the IFPMA.	
POLITICO <i>Account Manager, Audience Solutions</i> Arlington, VA	2016
<ul style="list-style-type: none">Executed, managed and optimized digital advertising solutions for brands to engage with POLITICO's audience. Analyzed and reported engagement metrics to stakeholders.	
Capitol File Magazine <i>Account Executive</i> Washington, DC	2014 - 2016
<ul style="list-style-type: none">Pitched, led, collaborated with in-house creatives, and delivered advertising products for lifestyle clients including the Washington Nationals, Microsoft, and Kimpton Hotels.	
Creative Circle <i>Account Executive</i> Washington, DC	2012 - 2014
<ul style="list-style-type: none">Cold pitched marketing teams and secured top clients including, Under Armour, Nasdaq OMX, T. Rowe Price Group, ComScore, and more for the firm's then brand new market. Collaborated daily with recruiting team to review top creative talent for client placement.	
USAID Haiti <i>Communications Specialist, HIFIVE Project & HMMI</i> Haiti	2011 - 2012
<ul style="list-style-type: none">Led and worked closely with the technical/internal and service teams for the positioning of products within the Haiti Mobile Money Initiative (HMMI) and USAID Haiti HIFIVE project.	
Burson-Marsteller <i>Associate (Media Affairs + Public Affairs)</i> Haiti + DC	2010 - 2011
<ul style="list-style-type: none">In Haiti, executed the go-to-market communications strategy for the Interim Haiti Recovery Commission. In DC, executed daily client account management including, content management, competitive analysis, media pitching, presentations, and research.	

VOLUNTEER

Haitian Ladies Network | *Steering Committee Member* | 2014-2018 | Co-founded and helped manage a now community of 40,000+ women of Haitian descent across the globe. Served as the Marketing and Product Manager for the development and launch of HaitianLadies.org