

Makayla George

New York, New York ♦ (443)-833-4880

makayla.george23@gmail.com ♦ www.linkedin.com/in/makaylageorge

SKILLS

Technical: Figma, SQL, Python, HTML, Bash, MS Suite, Unix/Linux, VMware, Vim, VBA

Interpersonal: Cross-functional collaboration, strategic problem solving, relationship building,

EXPERIENCE

Microsoft Corporation

Redmond, Washington

Product Manager – Excel Charting & Community

August 2024 - Present

- Enhanced the consumer experience by strategically repositioning charting controls, improving discoverability, and reducing workflow friction for millions of users.
- Conducted competitor feature analysis and incorporated consumer feedback to identify key improvement opportunities, driving the development of a modern, user-centric charting process on the Excel web platform.
- Lead multiple specs through a multi-platform development process, ensuring seamless feature integration across Web, Mobile, Online, and Mac applications, while also maintaining compatibility of integrations on additional platforms.
- Identified a strategic opportunity to engage with college students early, capturing their loyalty to Excel and increasing market share by fostering long-term adoption that would extend into their professional careers and everyday lives.
- Designed and launched the Excel Student Ambassador Program within eight months, scaling to 30+ campuses across the United States and driving engagement through workshops, social media campaigns, and campus events, reaching hundreds of students.
- Established a product feedback loop by connecting ambassadors with feature development teams, directly influencing product enhancements, including improvements to a data analysis tool and the design of a new feature based on student insights.

Product Management Intern – Privacy Controls & Data Transparency

May 2023 – August 2023

- Conducted extensive user research to better understand how communicated gaps in product information which revealed 20+ consumer worries about data privacy.
- Identified ways to turn the product gaps identified during the research process into a product feature that was an information tool that could be used to provide users clarity on how Copilot used their data and was integrated across products resulting in improved satisfaction and streamlined workflows for millions of users.
- Wrote a detailed product specification and product roadmap which was used to lead a cross-functional team software engineers, designers, researchers, and content writers through the product development lifecycle.

EDUCATION

University of Maryland Robert H. Smith School of Business

College Park, MD

Bachelor of Science in Information Systems; Honors Citation in Cybersecurity

GPA 3.9

Magna Cum Laude

Senior Marshall, Banneker Scholar, Dean's List

Erasmus University, Rotterdam School of Management

Minor in Strategy Consulting

VOULENTEER WORK

Maryland Club Cheer

College Park, Maryland

Senior Advisor & Coach

- Founded the organization and registered it as a non-profit to create accessible cheerleading opportunities on campus.
- Grew membership from 5 athletes to a team of 40 members within one year, fostering a supportive and inclusive team culture.
- Raised over \$25,000 in funding within 8 months to support the team's national competition, implementing financial management systems and legal protections for the organization.
- Organized a cross-country trip, flights, accommodations, meals, daily schedules, and emergency planning for over 40 athletes.
- Developed a brand identity and established a distinct social media presence, increasing audience reach by 100x and gaining 500 followers within a year.
- Planned and executed fundraising initiatives, securing sponsorships and building financial systems to support operations.

Backyard Basecamp

Baltimore, Maryland

Social Media & Branding Consultant

- Supported efforts to reconnect Black, Indigenous, and People of Color (BIPOC) to land and nature in Baltimore City through creative storytelling and outreach on digital platforms.
- Designed social media content and branding to engage the community and promote nature-based activities.