**Professional Summary**

Versatile Community Manager with 5+ years of experience building, engaging, and supporting passionate online communities in the gaming and tech spaces. Known for translating player feedback into actionable live-ops strategies, increasing engagement, and fostering strong user advocacy. Blends a background in customer service, education, and healthcare with technical skills in web development and AI-driven marketing to craft meaningful, data-informed community experiences. Adept at managing fast-paced, cross-functional environments and creating inclusive, energized spaces both online and off.

**EDUCATION & CERTIFICATIONS**

**SheCodes Full Bootcamp** (In Progress)

Expected Graduation: May 2025 | SheCodes Certifications - [SheCodes Profile](http://shecodes.io/graduates/164984-michelle-waite)

**Bachelor of Science in Pharmaceutical Sciences, Concentration in Pharmacology**Albany College of Pharmacy and Health Sciences | Albany, NY | May 2011

**Artificial Intelligence Certifications:**

* + IBM (2025) - [Artificial Intelligence Fundamentals](https://www.credly.com/badges/69474f04-4edb-4a61-9667-df13bfe08d43/linked_in?t=sqi5bx), [LinkedIn Learning Certificate of Completion | LinkedIn Learning](https://www.linkedin.com/learning/certificates/4857cd754ab1c39cb3a770fb969358f563c10793f0b69de8e4723621c747fdf3),
  + SheCodes (2025) - [Introduction to AI](https://www.shecodes.io/certificates/64eca635ee7fffde52952da6440005fc)

**Data Analysis Certifications:**

* + Linkedin Learning (2025) - [SQL Essentials](https://www.linkedin.com/learning/certificates/4857cd754ab1c39cb3a770fb969358f563c10793f0b69de8e4723621c747fdf3)

**Marketing Certifications:**

* + LinkedIn Learning (2024-2025) - [Marketing Foundations](https://www.linkedin.com/learning/certificates/bbe06f30a738b2a27f9d8868f9783fedfc0cb73e935353af351e8fa94563f253), [Marketing Strategy](https://www.linkedin.com/learning/certificates/7dc605b8477a532071f20c794a85b20ac95b072e8cdd6735bab80ee86233cac4), [Content Marketing](https://www.linkedin.com/learning/certificates/2d0ac91351e72f6a6a6b0d895f725cd203e61f54569a32673cf4c3932fdbeeb1), [Social Media Marketing](https://www.linkedin.com/learning/certificates/fd742c4356ad5730a8458080a030ba566b26ddb14ded398b93d56f123e99f58a)
  + Microsoft (2025) - [Generative AI for Marketing with Microsoft Copilot](https://www.linkedin.com/learning/certificates/7ca7a56bf4948512b50b4e1bf4bfa58d5f3220ba970a7c8690995ecae79e3778)
    - * Courses: [Generative AI for Digital Marketers](https://www.linkedin.com/learning/certificates/d4dbcc60073af5497d136d1861491163e736a87cacfda2453f46ac4618ba90c7), [AI for Marketing](https://www.linkedin.com/learning/certificates/418f9efb9b551e2def6c94eac13bba52f9e2e07b96a15e400c6a13085372d981?trk=share_certificate), [Microsoft Copilot & Business Chat](https://www.linkedin.com/learning/certificates/944ca40adad6ad50baa16453f633c56d21733206bcfe4066ccab3a4a3cd255ea?trk=share_certificate), [Prompt Writing](https://www.linkedin.com/learning/certificates/1ab33130763541f0da43891b0efb1e78f2ce6335ef16cc767b0b889c9d93e063), [Copilot in PowerPoint](https://www.linkedin.com/learning/certificates/7a8221c02badc3f29332f413d8864eec79437bf2432a801e3e82a7d41b3526d0?trk=share_certificate), [AI-Driven Data Analysis](https://www.linkedin.com/learning/certificates/579455226f882446d4619f73cacaa7557e8a39b2ff2c0b2429e22a6a951cdba2?trk=share_certificate), [Microsoft Copilot for Marketers](https://www.linkedin.com/learning/certificates/809126d41533ecbc834675e43bdb902dbe41638b051a231365199fe49b4f2262)

**Game Design Certifications:**

* + LinkedIn Learning (2024) - [Game Design Foundations](https://www.linkedin.com/learning/certificates/74a6e50707334a3e0ad362c4f5cf8804d1a90f2992606a5ea18d8a30c3f65b22)

**Coding Certifications:**

* + SheCodes (2025) - [Introduction to Coding](https://www.shecodes.io/certificates/bbd834e1fb27885e5a708afd06e9d868)**,** [Introduction to Web Development](https://www.shecodes.io/certificates/e7062f82a327d1233995946b3077efa6?_gl=1*6bp172*_gcl_au*MjI5Mjc2NTMxLjE3Mzg5NTMzNzEuMTY3OTYyNDkwNS4xNzQyMjQyMDM4LjE3NDIyNDIwOTU.), [Web Development](https://www.shecodes.io/certificates/32a6e17abf8295c98fd2344d8f1e2778?_gl=1*1pl8ivk*_gcl_au*MjI5Mjc2NTMxLjE3Mzg5NTMzNzEuMTY3OTYyNDkwNS4xNzQyMjQyMDM4LjE3NDIyNDIwOTU.), [Introduction to AI](https://www.shecodes.io/certificates/64eca635ee7fffde52952da6440005fc), [Advanced Web Development](https://www.shecodes.io/certificates/e924f0d6128015fffeaa57e51224d1c3)

**SKILLS**

**Healthcare Data**: EMR Platforms (iKnowMed, Epic, Meditech, Allscripts, DoseEdge, MOSAIQ, OncoEMR, ARIA), Health Data Migration, HIPAA Compliance

**Marketing**: Data-Driven Strategy, KPI Analysis, AI-Driven Insights, SEO Optimization

**Community & Social Media Management**: Engagement Metrics & Platform Growth, Advocacy Building, Customer Retention Strategies, Live-Ops Management, Social Media Platforms (Discord, Twitter, Reddit, Telegram, Instagram, YouTube, TikTok), CMS platforms (Sanity, WordPress), Content Creation (Figma, Canva, Adobe Creative Cloud, GIMP)

**Technical Tools**: Google Analytics, Microsoft Power BI, Blockchain Knowledge, Machine Learning Fundamentals, Natural Language Processing (NLP), Predictive Analytics

**Programming Languages:** Python, JavaScript, SQL

**Web Development:** HTML, CSS, JavaScript, API Integration, React

**PROFESSIONAL EXPERIENCE**

**Community & Social Media Manager; Junior Game Designer - Gala Games (Town Star)** | Fully Remote | *June 2020 – December 2024*

* Increased community membership by 175%, reaching 5,500+ players through digital campaigns, live events, influencer relationships, and user-generated content (UGC), while driving a 30% boost in engagement and a 15% follower increase across YouTube, Twitter (X), and Discord.
* Designed and adapted weekly live-ops content and events based on player feedback, using data-driven strategies to enhance engagement and satisfaction while resolving engagement issues.
* Hosted and produced developer-focused weekly streams with developers, managers, marketing professionals, and QA to provide the community with a transparent, well-rounded view of the project.
* Collaborated with cross-functional teams to launch events and implement player-driven product updates, directly contributing to a 20% retention improvement and more engaging live-ops events.
* Managed and monitored live-ops events with flexible scheduling, including weekends and evenings, to ensure seamless player engagement and issue resolution.
* Continuously learned and adapted to new tools, platforms, and community management strategies to better serve the growing player base.

**Lead Oncology Admixture Technician - US Oncology, Berkshire Health Systems** | *May 2009 – September 2021*

* Analyzed EHR data to identify trends and optimize workflows, leading to the development of improved SOPs that reduced patient wait times and enhanced operational efficiency for 10+ employees in a high-volume healthcare setting.
* Maintained compliance with USP standards, ensuring safety in cleanroom environments while overseeing the accurate preparation of chemotherapy and IV medications.
* Led cleanroom redesigns and integrated closed-system transfer devices (CSTDs) to enhance safety and ensure compliance with evolving industry standards.
* Applied exceptional attention to detail and quality assurance principles to ensure precise preparation of individualized treatments in a high-volume, fast-paced environment.

**Server / Bartender / Shift Supervisor -** *Various Establishments* | September *2011 – August 2024*

* Improved customer satisfaction by analyzing feedback and customizing service approaches, driving loyalty and enhancing overall experiences.
* Optimized team workflows during high-pressure shifts, maintaining operational efficiency and smooth processes during peak hours.
* Fostered a collaborative work environment by coaching team members to optimize workflows and improve customer interactions.

**Snowboard Instructor - Woods Valley Ski Area** | Westernville, NY | N*ovember 2004 – February 2010*

* Led team workshops to refine instructional techniques, improving instructor performance and increasing client satisfaction.
* Championed personalized coaching strategies by employing performance analytics to create tailored lesson plans; achieved rapid skill advancements for thousands of students while maintaining a satisfaction rate exceeding 95%.

**Hobbies & Interests**

Passionate about game design, live-ops strategy, and community building. Enjoy snowboarding, crochet, creative writing, and exploring emerging AI trends. Always seeking new ways to foster positive, engaged communities both online and offline.