

# MICHELLE WAITE

Myrtle Beach, SC | (315) 527-9483 | michelle@michellew.io | michellew.io |  
linkedin.com/in/michelle-waite

## PROFESSIONAL SUMMARY

I'm a product-minded builder with a background in community strategy, web development, and customer success. I've led cross-functional projects, designed live service content, and delivered retention boosts of up to 20% through player-focused product design. Whether I'm building front-end tools or coordinating game events, I focus on creating experiences that feel thoughtful, useful, and fun. I work best at the edge of structure and creativity—especially when there's a chance to make something people actually enjoy using.

## PROFESSIONAL EXPERIENCE

### **Interim Product Manager & Junior Game Designer**

Gala Games – Town Star | Full-Time – Remote | 2022–2023

Stepped into a leadership role during a staffing transition, taking charge of roadmap priorities and team coordination. Managed LiveOps planning and content release cycles, aligning gameplay feedback with development sprints. Oversaw feature request and bug tracking, keeping developers and players connected. Coordinated alpha onboarding, tester programs, and retention experiments. Continued Community Manager duties while helping guide product decisions. Designed and launched weekly in-game events informed by player feedback, improving retention by 20%.

### **Web Developer & Product Designer**

EcoActivators | Freelance Contract – Hybrid/Remote | July–August 2025

Built the front-end for EcoActivators' Waste Lens™ prototype, a climate-tech tool for waste guidance. Worked closely with founders on flow design, UI/UX structure, and decision logic. Delivered branded, responsive components with smooth transitions. Designed the experience around user flows rather than static pages.

### **Community & Social Media Manager**

Gala Games (Town Star) | Remote | June 2020 – Dec 2024

Grew the player base by 175% to over 5,500 daily active users through targeted community building and live-ops events. Increased engagement by 30% on Discord, Twitter (X), and YouTube with creative content strategies and timely updates. Produced and hosted developer livestreams to improve transparency and build trust. Partnered with influencers and UGC creators to boost visibility and event participation.

### **Independent Consultant – Customer Success**

Opsgility | Freelance – Remote | May 2025 – June 2025

Supported enterprise clients with onboarding, training coordination, and platform optimization for a Microsoft learning solutions provider. Managed multiple training portals and live session schedules. Cleaned and reorganized legacy data for better performance and more accurate reporting. Regularly worked with clients to troubleshoot technical and logistical issues, leading to a 150%+ improvement in customer satisfaction.

### **Lead Oncology Admixture Technician**

US Oncology, Berkshire Health Systems | May 2009 – Sept 2021

Improved workflow by analyzing EHR data, reducing patient wait times and increasing efficiency for a 10+ person team. Maintained full compliance with USP safety standards in cleanroom environments while preparing chemotherapy and IV treatments. Oversaw cleanroom redesigns and implemented closed-system transfer devices (CSTDs) to improve safety.

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## **Server ➡ Bartender ➡ Shift Supervisor**

Various Restaurants | Sept 2011 – Aug 2024

Delivered strong guest experiences by adapting to feedback and high-volume shifts. Led and coached teams during peak hours to keep service running smoothly. Frequently recognized for leadership and quick problem-solving.

## **Snowboard Instructor**

Woods Valley Ski Area | Westernville, NY | Nov 2004 – Feb 2010

Taught thousands of students, helping them progress quickly while keeping lessons engaging and safe. Led workshops to improve training quality and consistency among instructors.

## EDUCATION

**SheCodes Junior Developer Bootcamp** (In Progress) — Expected August 2025

**Bachelor of Science in Pharmaceutical Sciences**, Concentration in Pharmacology

Albany College of Pharmacy and Health Sciences — Albany, NY — May 2011

## CERTIFICATIONS

IBM — Artificial Intelligence Fundamentals (2025)

SheCodes — Introduction to AI; Introduction to Coding; Introduction to Web Development; Web Development; Advanced Web Development (2025)

LinkedIn Learning — SQL Essentials (2025); Marketing Foundations; Marketing Strategy; Content Marketing; Social Media Marketing (2024–2025); Game Design Foundations (2024)

Microsoft — Generative AI for Marketing with Microsoft Copilot (2025)

## CORE SKILLS

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

Marketing: Data-Driven Strategy, KPI Analysis, SEO & Content Strategy

Community Management & Success: Customer Onboarding & Success, Advocacy Building, Customer Retention Strategies, Live-Ops & Event Management, UGC Programs, Live-Streams, CRM tools (Hootsuite, etc.)

Social Media Strategy & Analytics: Campaign Planning, Engagement Metrics & Platform Growth, Social Media Platforms (Discord, Twitter, Reddit, Telegram, Instagram, YouTube, TikTok), CMS Platforms (Sanity, WordPress), Sprout Social

Technical Tools: Google Analytics, Blockchain, Machine Learning & LLMs

Programming Languages: Python, SQL

Web Development: HTML, CSS, JavaScript, API Integration, React, Responsive Design

Content Creation: Figma, Canva, Adobe Creative Cloud, GIMP, Video Scripting, Copywriting, Livestream Production