

# Mauria Shermane Tomlin

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## SUMMARY

- 5+ years of experience driving user engagement and project management leading cross-functional projects for global events, webinars, product showcases, and digital communication strategies, improving user engagement by 25%.
- Expertise in UX design, project management (Agile/Waterfall), and data analysis to optimize web experiences, virtual events, and executive communications.
- Proven record in stakeholder collaboration and training program development in government and non-profit sectors. Successfully coordinated initiatives to advance public relations and address community needs, including fundraising and advocacy.

## SKILLS

Brand Management and Strategy: Sprinklr, Hootsuite, Ubersuggest, Social Studio

UX Research and Design: Miro, Adobe Creative Suite, Canva, Figma, Experian, Mosaic, Qualtrics

Web Development: XML DITA, HTML, CSS, AEM, Git, GitHub

Data Visualization and Storytelling: Microsoft 365, Google Suite

Virtual Events: Cvent, Zoom

Customer Relationship Management: Salesforce, Hubspot

Project Management: Microsoft Project, Jira, Miro, FigmaJam, Confluence

## PROFESSIONAL EXPERIENCE

Mastercard – O’Fallon, MO

September 2022 – April 2024

### Customer Experience and Engagement (CXE) Analyst

Responsible for driving cross-functional efforts providing virtual and onsite support for internal and external events, conferences, and leadership meetings at Mastercard globally. Also executed and planned Product and Tech Demo showcases at industry events.

- Managed customer conference projects and led a cross-functional team to design new assets using Agile and Waterfall methods.
- Tailored digital communication and email marketing strategies, enhancing customer response.
- Directed a UX initiative, improving web interfaces and user engagement by 25% with Figma prototypes and quality assurance. Created low-fidelity wireframes and beta sites using Figma, DXP, and AEM, ensuring brand integrity.
- Organized virtual webinars, evolved content quality, and increased attendance by 15%.
- Designed custom registration portals for executive events, serving over 500 clients.
- Conducted A/B testing on communications and web pages.
- Edited and published executive communications, technical materials, and online content.
- Researched tech trends to bolster team efficiency and cost-effectiveness. Performed user research to evaluate engagement and implement progressive changes through surveys and ROI metrics.

City of Saint Louis – St. Louis, MO

August 2019 – May 2022

### Territory Manager and Neighborhood Improvement Specialist

Identified and addressed complex community issues and in partnership with a variety of stakeholders including: Aldermen, citizens, neighborhood groups, block unit, police, and City operating department, and proactively work to share proper problem-solving tools and mechanisms with citizens.

- Account Manager for the City Attorney’s office internal database.
- Created and delivered training for City of St. Louis employees through seminars and manuals, reducing

errors by 25%.

- Refined departmental procedures, stimulating efficiency by 40% for cross-functional teams and projects.
- Led city initiatives to enhance downtown St. Louis quality of life, improving public relations and overseeing code enforcement.
- Generated Neighborhood Action Plans with community leaders to help citizens lobby priorities with city officials.
- Functioned as liaison between citizens, community leaders, and government officials, including the City Attorney's Office, Building, Police, and Health departments.

BJC Behavioral Health – St. Louis, MO

December 2017 – July 2019

### **Case Worker, Community Support Specialist**

Case manager for over 40 clients chronic mentally ill, promoting life improvement skills and aid to positively affect their daily routines.

- Simplified intricate healthcare and contractual terms for clients and prospective stakeholders.
- Assisted 10% of clients in obtaining housing and 15% in acquiring and retaining Social Security and disability benefits.

24K GIVING – St. Louis, MO

March 2017 – December 2020

### **Founder / Fundraiser**

A non-profit aimed to provide resources and goods to impoverished and homeless communities within the Greater Saint Louis. 24K Giving partnered with local communities and organizations to give to those that have been systemically forgotten.

- Established marketing strategies, organized events, and crafted social media content to engage communities in initiatives such as: Giving Warmth campaign to feed and clothe the homeless, aiding homeless individuals in St. Louis.
- Raised over \$2000 in donations for shelters such as Gateway 360 and Home Away from Home.

Specialty Care, Inc. – St. Louis, MO

July 2016 – December 2017

### **Clinical Technician**

Administered auto-transfusion surgical processes to patients and operated blood purification equipment per internal hospital policies. Managed interdepartmental communications to enhance patient service and quality of care.

- Revised SOPs for surgical equipment to match recovery goals and treatment plans, boosting compliance by 35%.
- Increased efficiency through new on-call protocols and interdepartmental communication, increasing compliance by 20%.

## **EDUCATION**

Master of Science (MS),

Information Design and Strategy - Focus: Content Strategy and User Experience (UX) Design and Strategy

**Northwestern University** – June 2025

Graduate Certificate

Public Health

**University of Missouri-Columbia** – December 2017

Bachelor of Arts (B.A.)

Psychology, Minors – in Biology and Black Studies

**University of Missouri-Columbia** – July 2016