

# Gautam Malyala

## Marketing & Communications Specialist

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### Education

*Master's, Digital Media, University of Washington* | GPA: **3.97** Sept 2021-Dec 2023  
Content Strategy & UX specialization

### Experience

*Content Specialist, University of Washington Libraries* Apr 2022-Present

- Leading market research to enhance reach for an open access initiative.
- Designed & conducted podcasting workshops that saw a **2x** increase in participation from the previous year.

*Technical Communication Specialist, Oracle (SaaS Engineering)* Apr 2021-Mar 2022

Drove marketing, content strategy, and multimedia production for an organizational transformation program. Contributed to:

- **168%** growth in registration for an annual global conference on DevSecOps, Cloud Native, and Microservices
- **2.4x** increase in entries for a developer hackathon, **>90%** customer satisfaction.

*Content Writer, Oracle (Cloud Learning)* Apr 2021-Mar 2022

Developed freemium content for Oracle Cloud Learning subscriptions in collaboration with subject-matter experts, graphics, publishing, and production teams.

- Transitioned freemium content development from third-party vendors to a **100%** in-house operation.
- Created mockups for the launch of Oracle's free-tier Explorer Learning platform which now has **1.5 M+** active learners.

### Accomplishments

**Best Design Award for Chatbot:** Represented a graduate UX design team to win the "Best Design" award for a chatbot prototype that was recently moved into production.

**UW Libraries Scholarship:** Received a scholarship for outstanding contributions to the University of Washington Libraries as a student employee.

**Recognition for Social Impact Consulting Excellence:** Revamped websites of 2 small organizations to enable their digital pivot during the pandemic.

### Skills

Content Strategy, Digital Marketing, Marketing Communications, Visual Design, Instructional Design, Technical Product Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Online Campaigns, Video Production, Market Research, User Personas, User Testing

### Tools

Adobe Photoshop, After Effects, Premiere Pro, Camtasia, Confluence, Figma, Google Analytics, Microsoft Office, Optimal Workshop, Oracle Sites, Wix Web Design