



# Lydia DeJesus

Program & Operations Manager

701.690.3861

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lydiadejesus.com



I am eager to join a company that embodies a spirit of possibility, delivering exceptional service while holding itself to the highest standards of client care, employee well-being, and environmental responsibility. I bring a multifaceted background in strategic planning, operations management, and extensive writing experience across various mediums. My career is marked by over two decades of significant roles, primarily at DLN Consulting, Inc., where I developed a robust capability in managing complex projects and crafting compelling narratives that engage and inform diverse audiences. My tenure as a freelance writer further complements this, enhancing my ability to deliver innovative content that resonates with readers and aligns with organizational goals.

My approach integrates meticulous research with creative problem-solving, allowing me to transform complex ideas into accessible and engaging content. This skill set is invaluable in content management, where understanding audience needs and crafting targeted strategies are crucial. With educational foundations in business management and journalism from Dickinson State University, I am equipped to blend analytical precision with creative insight seamlessly.

Furthermore, my certifications in AI Prompt Engineering and my experience with digital marketing strategies enable me to leverage cutting-edge tools to enhance content relevance and reader engagement. Whether it's increasing SEO visibility or adapting content strategies to new digital trends, I am prepared to lead initiatives that drive significant results.

I am passionate about using AI tools to optimize content creation, audience targeting, and campaign performance. I am confident that my unique background, combining program management expertise with creative writing skills and technological savvy, positions me as an ideal candidate for your dynamic team.

Thank you for considering my application. I am looking forward to the possibility of discussing how my skills and experiences align with the needs of your organization. Please feel free to contact me at your convenience to schedule a conversation.



# Lydia DeJesus

AI Powered Content Brand Specialist

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## PROFESSIONAL SUMMARY

Dynamic professional with over 20 years of leadership experience in operations management and property management, complemented by a strong background in various forms of professional writing. Skilled in strategic planning, project management, and digital marketing with a keen focus on leveraging AI tools for business solutions. Proven ability to adapt to changing market conditions and lead teams to success in diverse environments.

## KEY SKILLS & COMPETENCIES

**AI Prompt Engineering:** Highly skilled in leveraging advanced AI tools to enhance content strategies and streamline operations.

**Creative Problem Solving:** Innovative thinker skilled in identifying challenges and finding effective solutions.

**Digital Proficiency:** Adept in AI applications, digital marketing strategies, and advanced analytics techniques.

**Project Management:** Robust background overseeing projects from inception to completion, consistently delivering operational excellence.

**Research & Analysis:** Expert in market research, survey analysis, and applying findings to strategic planning, data analysis reports, and related business planning documents.

## EDUCATION

### Dickinson State University (2007-2014)

B.S. Degree in Business Administration

**Concentration:** Management Information Systems

B.S. Degree in Writing

**Concentration:** Journalism

## CERTIFICATIONS

- MIT Sloan + CSAIL Artificial Intelligence: Implications for Business Strategy Program
- Generative Pretrained Transformers Prompt Engineering & Development Certification
- International Sports Sciences Association (multiple fitness certifications)

## PROFESSIONAL EXPERIENCE

### Program and Operations Manager

DLN Consulting, Inc. | 2003 - Present

- Lead cross-functional teams of 5+ employees and independent contractors to deliver projects on time and within budget.
- Successfully manage multiple projects simultaneously, prioritizing tasks, ensuring resource allocation, and mitigating risks.
- Enhance project delivery by implementing agile methodologies, improving communication and collaboration among team members, which led to a 30 percent increase in project efficiency and stakeholder satisfaction.
- Strategically develop and implement comprehensive policies, procedures, and operational plans to streamline processes and enhance organizational efficiency.
- Manage budgets, oversee expenditures, and analyze financial data to drive decision-making.
- Recruit, train, and supervise staff, fostering a high-performance work environment.
- Manage and enhance the production of educational briefs, newsletters, and website content, overseeing the editing, proofreading, and publishing processes to ensure high-quality, accurate, and impactful communications aligned with organizational goals.
- Actively developing and implementing a strategic plan to incorporate AI tools that streamline operational processes. This initiative is crucial for addressing workforce challenges in Western North Dakota, particularly in attracting and retaining talent in rural communities.

# Lydia DeJesus

[www.lydiadejesus.com](http://www.lydiadejesus.com)

## INTERESTS

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- Deeply committed to personal and professional development, with a strong enthusiasm for creativity in music, photography, arts, and crafts. Actively engaged in fostering community growth to enhance overall quality of life.

## PROFESSIONAL DEVELOPMENT & VOLUNTEER ACTIVITIES

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- Active participant in community service, including roles in art and science center boards and local nonprofit organizations.
- Dedicated to continuous professional growth, actively enhancing expertise in AI, digital marketing, leadership, management, and UX/UI design to stay at the forefront of industry advancements and innovations.

## ADDITIONAL RELEVANT EXPERIENCE

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- Retail Manager | 2002-2003
- Property Manager (Multi-Unit) | 1997-2002
- Office Manager | 1996-1997
- Paralegal | 1994-1996

## PROFESSIONAL EXPERIENCE

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### Property Manager

NA Properties | 2009 - Present

- Manage a portfolio of up to ten residential properties, a condo, and a commercial unit, ensuring profitability, property maintenance, and maximizing tenant satisfaction and retention.
- Conduct market analysis, identify rental trends, and execute marketing strategies to maximize occupancy.
- Build strong tenant relationships, resolve conflicts, and oversee tenant onboarding/offboarding, including evictions when necessary.
- Rigorously assess potential tenants through credit checks and background screenings.
- Develop and maintain budgets, manage rental income, and prepare detailed financial reports for property owners.

### Freelance Writer

- Proficient writer with expertise in technical, business, copywriting, grant writing, report writing, and creative content.
- Skilled in research, analysis, content adaptation for various audiences, and SEO optimization.
- Successfully produced hundreds of written materials including reports, proposals, press releases, marketing collateral, website content, and training materials.

## REFERENCES

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### Shawn Kessel

COO/Deputy Commissioner  
ND Department of Commerce

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### Dustin Young

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Southwest Art Gallery & Science Center

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