

Rivers Wells

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SENIOR PROGRAM/CONTENT MANAGER

Content Strategy | Technical Writing | LLM Development | UX/CX Design | Data Research & Validation

Program Manager and Content Strategist specializing in AI-driven data accessibility, data research and validation, and documentation infrastructure at scale. With 9+ years at Amazon, I built AI tooling that delivers BI insights in under 2 minutes, conducted multi-week data quality investigations that reshaped how leadership understands operational metrics, and owned content programs reaching millions of readers and recipients. I bring a combination of technical depth, communication precision, and a track record of delivering measurably ahead of schedule, from reducing dashboard creation from weeks to minutes, to driving communications campaigns that exceeded goals by 283%.

CORE COMPETENCIES

- **Program & Project Management** - End-to-end project ownership, stakeholder management, cross-functional coordination, Workfront, data-driven reporting.
- **Content Strategy & Management** - CMS platforms, content audits, information architecture, localization (ATMS), accessibility (WCAG).
- **Communications** - Enterprise-scale internal comms, campaign planning, multi-group approval workflows, audience segmentation.
- **Technical Writing** - SOPs, wiki documentation, style guides, UX writing, video scripting & production.
- **Data & Metrics** - Efficacy analysis, KPI reporting, Excel (WoW/T4W/MoM/YTD automation), deep-dive narratives.
- **Tools & Platforms** - Workfront, Slack, PowerShell, Microsoft Office Suite, ATMS, Adobe Creative Cloud.

SKILLS

Program & Project Management | AI Tooling & Automation | Data Research & Validation | BI Accessibility | Content Strategy | Enterprise Communications | Stakeholder Management | UX Research | LLM Interface Design | Technical Writing | CMS Platforms | UX/CX Development | SQL | QuickSight | PowerShell | Excel | Adobe Creative Cloud

PROFESSIONAL EXPERIENCE

Amazon, Inc., Seattle, WA

January 2023 - Present

Program Manager, ICON Data & Documentation

Owned the program roadmap for AI-driven data accessibility and documentation infrastructure across a VP-level organization within Amazon's Intelligent Cloud Hosting group.

- Designed, developed, and soft-launched the ICON Data Assistant, an LLM-powered AI agent that enables natural language queries across operational BI data for operations management as of March 2026. Delivered data insights and generated reports in under 2 minutes. Presented the agent at the 2026 internal Hackathon, showcasing scalable AI interfaces for organization-wide data accessibility within ICON (Intelligent Cloud Hosting).
- Developed and promoted AI-driven tooling proposals that cut PMO document creation time by 80%. Defined success metrics, conducted quarterly adoption reviews, and designed a scalable LLM-guided experience for an internal communication standards initiative, establishing a replicable model for AI-assisted employee workflows.
- Owned and drove the program roadmap for data accessibility and documentation infrastructure across a VP-level org. Managed cross-functional stakeholder alignment, negotiated competing priorities, and unblocked teams through improved data access and documentation discoverability.
- Conducted a 3-week data quality audit across multiple BI formats, producing three 6+ page reports with SQL validation queries and case studies detailing collection errors. Presented findings to senior leadership and received alignment to restructure ticket management based on recommendations.
- Established dashboard creation best practices adopted by the ICON Data team. Resolved a QuickSight sharing blocker cross-functionally, reducing average dashboard development from 1-2 weeks to ~5 minutes. Developed ICON home page and HEX-PROD (legacy platform) migration content using custom HTML/CSS.

Amazon, Inc., Seattle, WA

January 2022 - January 2023

Project Manager, IT Support Site

Served as sole program owner of it.amazon.com, Amazon's global internal IT support site, managing a content roadmap, intake model, and editorial standards for a site serving approximately 350,000 monthly readers.

- Defined goals, prioritized the project roadmap, and designed a single-operator intake model that resolved 335+ content requests in 7 months (9.85/week) at a >100% resolution rate. Led data-informed consolidation of 32 articles (~20% of site traffic) into 5, yielding +18% article efficacy and +350 bps site efficacy.
- Directed two Content Management System (CMS) migrations, completing 676 articles two weeks ahead of schedule and independently migrating 165 articles at a daily rate of 9.17. Created a migration tool that boosted speed by about 800% compared to manual import. Localized the site into four additional languages by resolving a CMS blocker impacting 282 articles within three weeks.
- Identified and reported dashboard metric errors through weekly data deep-dives. Wrote narratives for each issue and achieved dev team alignment, adding +450 bps to reported site efficacy. Partnered with Accessibility Team to audit 970+ articles reaching ~350k readers/month.
- Trained 30+ team members on the new CMS. Maintained wiki SOPs, hosted new-hire classes and bi-weekly office hours. Volunteered as content quality Bar Raiser for the org.

Amazon, Inc., Seattle, WA

June 2021 - January 2022

Communications Program Manager

Owned end-to-end program management for enterprise communications campaigns reaching up to 1.7 million Amazon employees.

- Owned end-to-end program management for enterprise communications reaching ~1.7 MM Amazon employees across targeted, regional, and global campaigns. Included planning, stakeholder alignment, approval workflows, and post-launch measurement. Communications received feedback of 91% satisfaction from recipients.
- Drove and defended an in-experience campaign strategy for Office 2016 to 2019 upgrades affecting 330k employees and 500k devices despite stakeholder pushback. 97.96% upgraded in 60 days, 99.89% by close. Overflow engineering team staged for contacts was stood down.
- Exceeded pre-deployment Amazon Chime 5 adoption goal by 283% (198,562 vs. 70k target). Achieved 89.89% macOS security compliance across 66,519 recipients in 22 days. Built audience-targeting automation reducing segmentation time by 98.33%.

Amazon, Inc., Seattle, WA

April 2018 - June 2021

Technical Writer / Program Manager

Wrote and managed technical documentation for it.amazon.com, Amazon, Inc.'s global internal IT support site.

- Wrote, edited, and managed technical documentation for it.amazon.com. Led global content launches for Slack, Security Key, App Password, WFH, and virtual New Hire Onboarding (vNHO).
- Created the global IT content intake model. Managed 5,357 submissions and personally resolved 1,256 / 23.45%.
- Produced educational video tutorials for it.amazon.com articles using Adobe Creative Cloud (Premiere Pro, After Effects). Content accumulated 1.5 MM+ views, with a 55% average audience engagement rate among readers who encountered the content.
- Developed the ITS 2x2 reporting framework used weekly by leadership up to Senior Leadership (i.e., Director and VP). Built Excel automation for WoW, T4W, MoM, and YTD metric calculations.
- Revised security-key content in response to ~74% feedback score. Post-revision score rose to ~93%, stabilizing at ~84%. Rapidly converted 51 articles to WFH compliance (2-18 March 2020) with no impact to site Customer Effort Score (CES). Built virtual onboarding experience (42 articles) that supported 57,750 FTEs, 7,400 contractors, and 10,187 interns globally. Content efficacy improvement project yielded +16.44% per customer feedback.

Amazon, Inc., Seattle, WA

October 2016 - April 2018

IT Support Engineer

Provided deskside IT support in Seattle, completing approximately 6,000 tickets with a 100% customer satisfaction rating.

- Selected for a 3-month rotation with Global IT Content Management. Converted to Technical Writer role.

EDUCATION

Bachelor of Science, Marketing, Auburn University

CompTIA A+ Certification