



# PORTFOLIO

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Business Process  
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The following is a summary of work relating to the federal client — Social Security Agency (SSA) Enterprise Project Management Office (EPMO) and SSA Office of Communications (OCOMM), Communications Planning and Analytics Team (CPAT)

2024-2025

# Business Process Optimization

To provide effective Business Optimization support to our SSA client offices, I applied a Design Thinking and human-centered approach to evaluate needs, define pain points, generate ideas, test the solutions, and ensure improvement.



## Identifying and Mapping Out Key Processes

Determining processes critical to workflow success that directly impact customer experiences, visualizing all steps using process mapping, including inputs, outputs, and decision points, and identifying stakeholders involved in each step and their roles.



## Pinpointing Inefficiencies

Discovering bottlenecks, redundancies, and areas where the process could be improved.



## Establishing Clear Objectives

Defining specific, measurable, achievable, relevant, and time-bound (SMART) goals for the optimization efforts.



## Designing Improved Processes

Aiming to eliminate inefficiencies and improve efficiency.



## Implementing Changes and Effective Communications

Putting the redesigned processes into action, ensuring proper training and communication with all teams.



## Monitoring and Measuring Performance

Tracking key performance indicators (KPIs) to assess the effectiveness of the optimized processes.



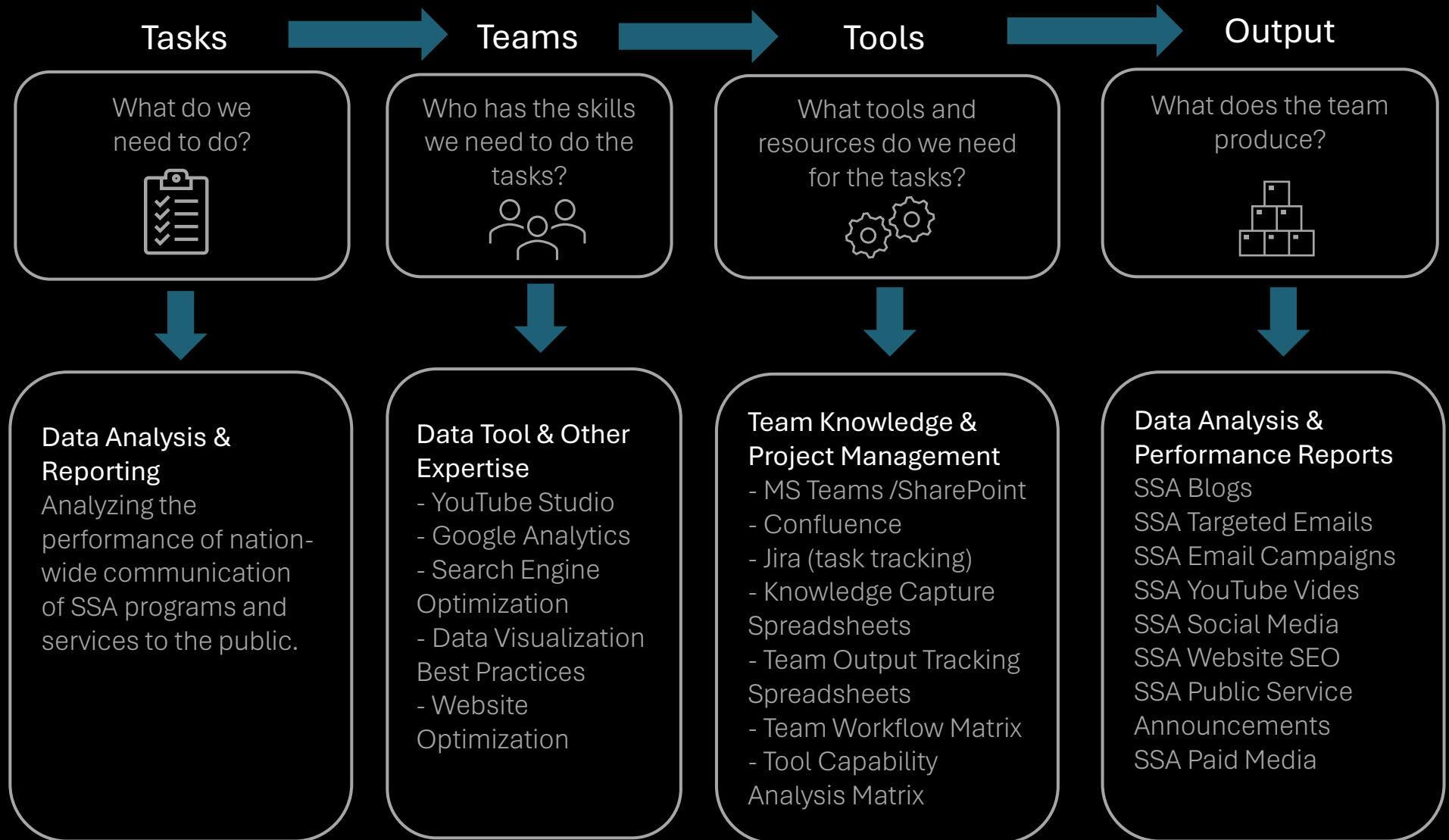
## Creating Mechanisms for Continuous Improvement

Regularly reviewing and refining processes based on performance data and feedback to ensure ongoing optimization.

# Business Process Optimization

## Identifying and Mapping Out Key Processes

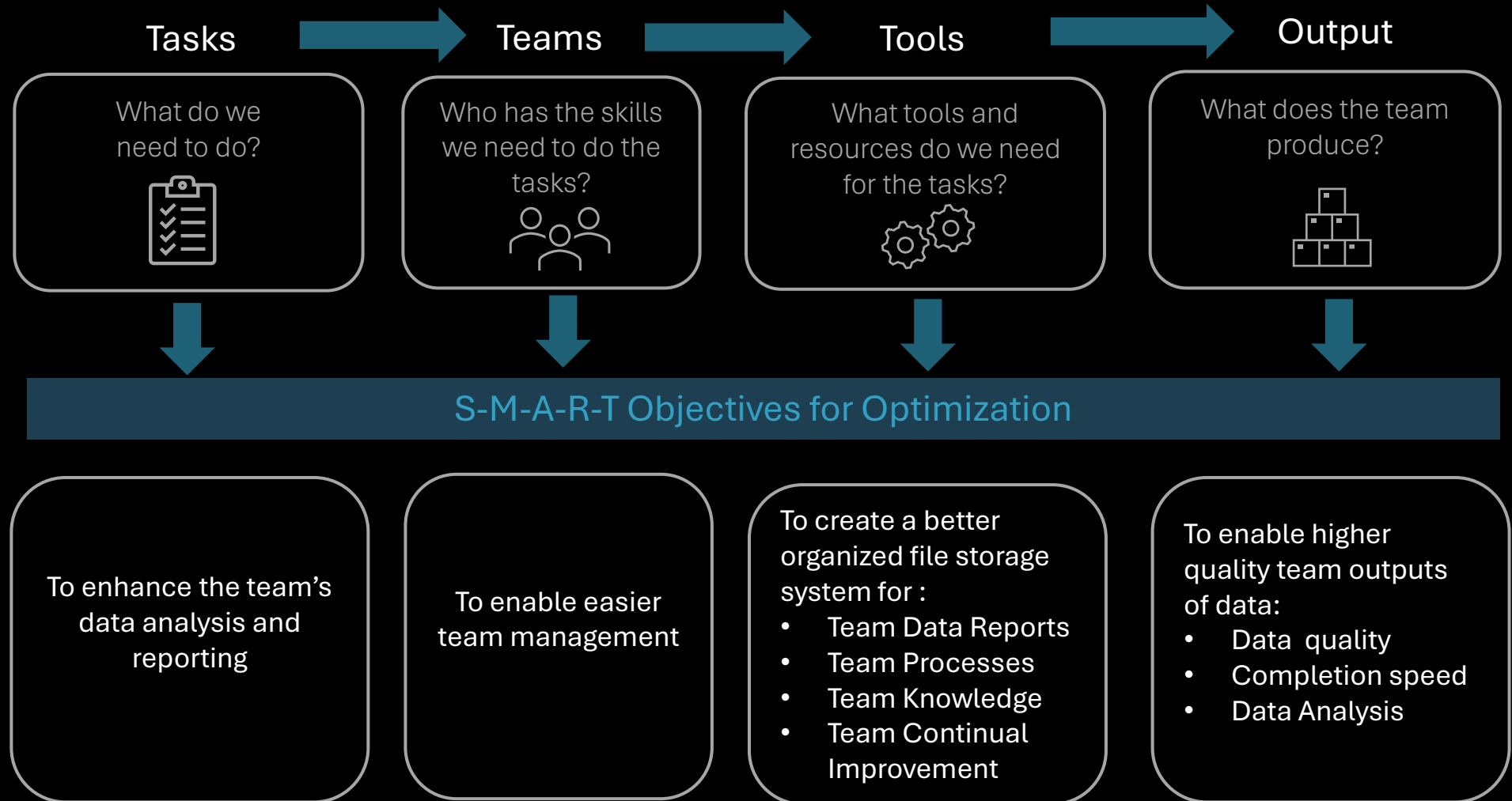
Conducted team-wide deep-dives and daily outreach to clarify processes critical to workflow success and delivery of data analytics output to SSA-OCOMM.



# Business Process Optimization

## Establishing Clear Objectives

Identified key S-M-A-R-T objectives for the team workflow and output optimization.



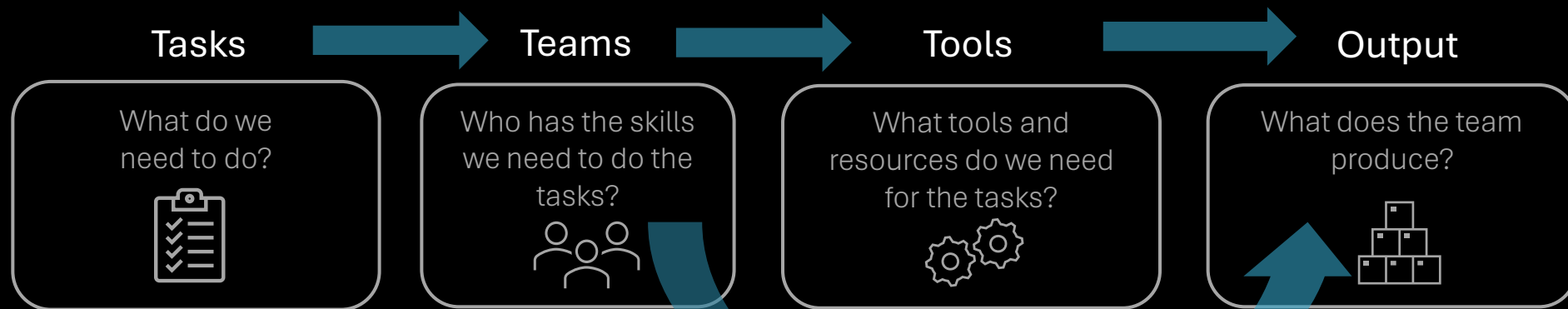
# Productivity Optimization

## Pinpointing Inefficiencies

The monthly data slide summaries for SSA-OCOMM leadership showing SSA outreach performance were time-consuming to create and assure accuracy due to their graphics format.

## Devising Solutions & Improving Processes

Creating a custom Team Data Management Matrix to provide a comprehensive month-to-month overview of the team's output, allowing for greater quality control prior to submission in a slide format to leadership.



**SOLUTION: Custom Team Data Management Matrix** Providing a comprehensive month-to-month overview of the team's output,.

OCOMM Monthly Impact Report - October 2024 - Data Overview September 2024

Team	Slides	National Releases	Top Clips (short audio/video)	Earned Clips (not paid)	Inquiries	Interviews	COSS Media	Notable Projects							
Press Office	2-3	<ul style="list-style-type: none"><li>• <a href="#">Safely at Home: Individual Coverage Election Date Effect</a></li><li>• <a href="#">Social Security Administration</a></li><li>• <a href="#">Timeline of Services Available</a></li><li>• <a href="#">Requirements for Many Cases</a></li><li>• <a href="#">Social Security Administration Announces New Efforts to Safely at Home</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">WISN TV Morning News (Chicago)</a></li><li>• <a href="#">Compassionate Maria O'Halloran (WISN TV Morning News)</a></li><li>• <a href="#">WISN Radio (Chicago)</a></li><li>• <a href="#">SOS Commissioner Social Security</a></li><li>• <a href="#">Pittsburgh NPR</a></li><li>• <a href="#">Social Security Commissioner on</a></li><li>• <a href="#">Baltimore NPR</a></li><li>• <a href="#">Manufacturers went up to a year for</a></li><li>• <a href="#">Detroit Free Press</a></li><li>• <a href="#">3 key changes will help your new</a></li><li>• <a href="#">Federal News Network</a></li><li>• <a href="#">SOS calls budget essential to</a></li><li>• <a href="#">AAPF Media</a></li><li>• <a href="#">Social Security Redefine Old Debt</a></li><li>• <a href="#">Federal News Network</a></li><li>• <a href="#">SOS brings new challenges to</a></li><li>• <a href="#">New Gen</a></li><li>• <a href="#">SOS to ensure core disability program</a></li><li>• <a href="#">InfoNews</a></li><li>• <a href="#">SOS to digitalize application process</a></li></ul>	116	101	14	<ul style="list-style-type: none"><li>• <a href="#">Detroit Free Press</a></li><li>• <a href="#">WISN TV Morning</a></li></ul>	Tragedy major injury package from							
			Office of Strategic and Digital Communications (OSDC) 4-11, 15	10	Email Marketing										
					"Dear Colleague Letters" (DCL) Sent			Campaigns Sent							
							Content Sent	16	3						
							Emails delivered	#?	388,627						
							Open Rate	33%	54%						
							Click Through Rate CTR								



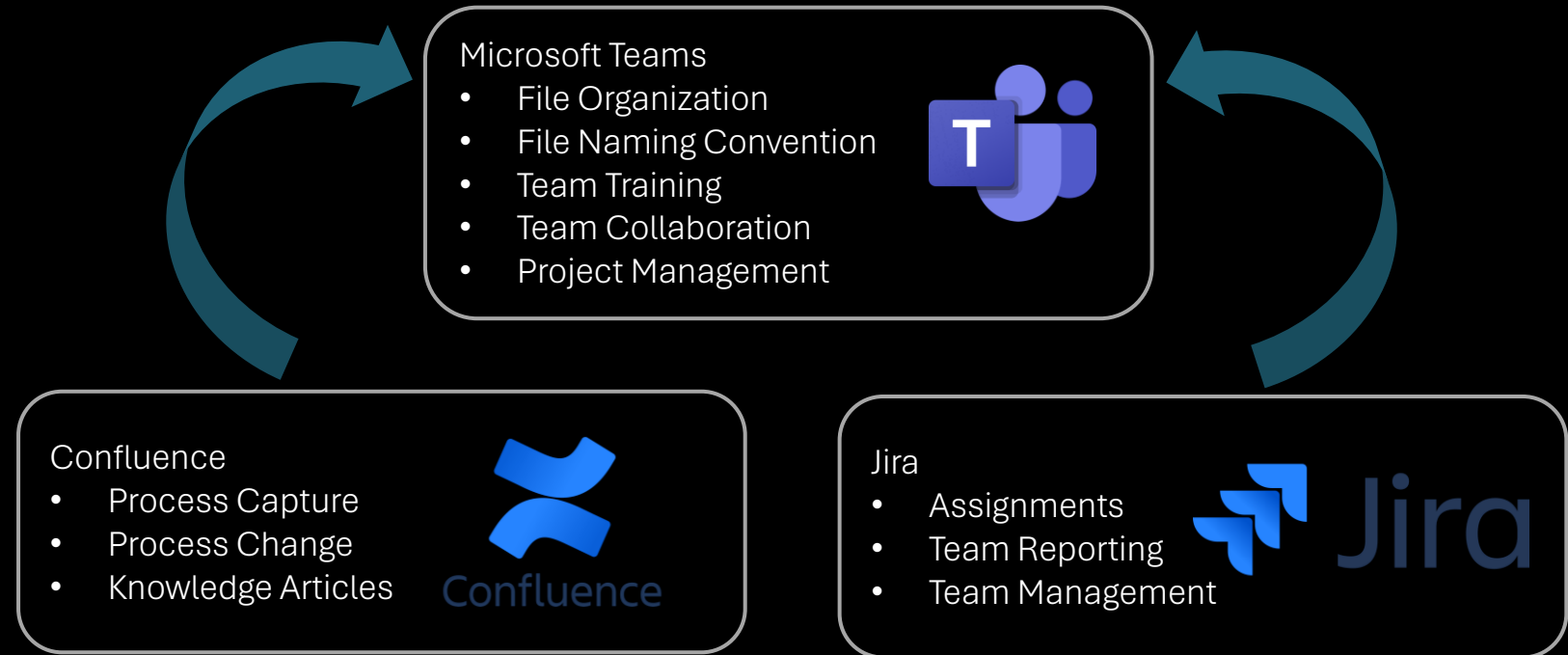
# Optimizing Tool Utility

## Challenge

How to find a comprehensive solution to the lack of clarity and searchability for the team's reports, processes, content, organizational information and data?

## Devising Solutions & Improving Processes

Developed a new **Team Records & Knowledge Management System** by implementing and aligning tool capabilities for maximum utilization of Microsoft Teams, Confluence, and Jira.





# Workflow Optimization















## Pinpointing Inefficiencies

The team had no comprehensive overview of all their workflows and outputs, and where the resulting files could be located, making it a time-consuming process for leadership to get a summary of what the team does, or as new team members came to the team as support.

## Devising Solutions & Improving Processes

Capturing information in team-wide deep dives to understand their tasks and training them on the new procedures for maintenance of the team workflow matrix.

**SOLUTION: Team Workflow & Output Matrix** Providing a comprehensive overview of what the team does, and where the resulting products / output files could be located.

		0	1	2	3	4	5a	5b	5c	6	7	8	9	10
														
	Communications Channel Content Delivery Networks (CDNs)	SSA Surveys	Comparing analytics for different Emails	Public Service Announcements	SSA Blog	SSA Email Subscriptions (GovDelivery - Granicus)	Campaign - Targeted Email Campaigns	Campaign - SSI	Campaign - Scam / Fraud	SSA YouTube Channel	Social Media Facebook/ Instagram	Website - SSA.GOV	Display Marketing Ads YouTube / Google	
	Report Owners -Tasked		JC	JC	WN	KK / WN	KK / WN	WG / WN	WG / WN	Crosby / AJ / WG	Crosby / AJ	Crosby / KK / WN / WG	Crosby /	Owner: Crosby / WG
											Monthly Social Media Reports <a href="#">Social Media (no cost - organic) - Reports</a>			
			Comparative Emails Reports <a href="#">1 EMAIL Marketing - Comparative Emails Reports JC</a>	PSA Reports <a href="#">2 PSA Reports - Public Service Announcements JC</a>	SSA Blog Reports <a href="#">3 SSA Blog Reports WN</a>	SSA Email Subscription Reports <a href="#">4 EMAIL SUBSCRIPTION Reports</a>	Targeted Email Campaigns Report <a href="#">5 CAMPAIGN Targeted Email Reports</a>	SSI Campaign Reports <a href="#">5 CAMPAIGN SSI Reports</a>	SSA-Office of Inspector General (OIG) Quarterly Scam Report <a href="#">5 CAMPAIGN OIG Quarterly Scam Reports</a>	Crosby Marketing Reports <a href="#">MULTI-DATA Crosby Marketing Reports</a>	Social Media Reports <a href="#">7 SOCIAL MEDIA Reports</a>	Crosby Marketing Reports <a href="#">MULTI-DATA Crosby Marketing Reports</a>	Crosby Marketing Reports <a href="#">MULTI-DATA Crosby Marketing Reports</a>	Search Engine Optimization Report <a href="#">MULTI-DATA SEO Report</a>
	Report Cadence Monthly / Quarterly/Annually		W / M	W / M	M / Q / A	M			Q	Q	Q	Q	Q	
	Data Sources / Tools used		GovDelivery website	<a href="#">Goodwill</a>		GovDelivery / Granicus Reports ?				Online Video Reports <a href="#">6 ONLINE VIDEO Reports - YouTube</a>	Google Analytics / Looker Studio <a href="#">6 ONLINE VIDEO Reports - YouTube</a>	Crosby Marketing Reports	Crosby Marketing Reports	SEMrush
	WAR Weekly Analytics Reports Projects /Initiatives /SEO/ Data Analytics <a href="#">MULTI-DATA WARs - Weekly Activity Reports</a> Data Sources:	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	MAR Monthly Analytics Reports <a href="#">MULTI-DATA MAT Monthly Activity Reports</a>													
	Jira Reports <a href="#">MULTI-DATA JIRA Reports</a>													
	Granicus Reports <a href="#">MULTI-DATA Granicus-GovDelivery</a>					<input checked="" type="checkbox"/>								
	Crosby Marketing Reports <a href="#">MULTI-DATA Crosby Marketing Reports</a>									<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	









# Workflow Optimization

## Pinpointing Inefficiencies

Assignments may require time-consuming clarifications via email exchanges or in meetings and messages.

## Devising Solutions & Improving Processes

Developing the **Assignment & Workflow Matrix** as a template guiding and facilitating clear capture of task descriptions, clarifications to questions, understanding of dependencies, and links to deliverables.

										
Date Initiated	Team Members Tasked	Manager / Lead	Status	Assignment <i>Name, Overview, Timeline, Goals, Guidance, Process &amp; How To</i>	Specific Tasks and Sub-Tasks	Feedback, Clarifications, Questions	Dependencies What is needed to complete task?	Tools / Knowledge & Training <i>Used for task</i>	Data for Reports and other Deliverables	Deliverable Location Folder
1/8/2025	PRIMARY: @Sremac, Danielle Contractor ADDITIONAL: You, and @Nichols, Wayne will function as <b>analyst administrators</b> for YouTube.	John Whitney <a href="mailto:john.whitney@ssa.gov">john.whitney@ssa.gov</a>		<b>NAME: SEO Measurement</b> <b>OVERVIEW:</b> We would like you to undertake managing the YouTube SEO Report moving forward. Let's give you a until 3/1 to get up to speed. We can meet next week and discuss how to manage this. It's not a huge lift, but it is something that we need to tackle. The bulk of the work has been done. <b>TIMELINE:</b> <ul style="list-style-type: none"><li>February will be our test run, with my approval. It doesn't need to be complete, however, we will use that result as an opportunity to close any holes in reporting that we may see.</li><li>March will begin the regular YouTube SEO reporting. Wayne Nichols will be your validator.</li></ul> <b>GOALS:</b> <ul style="list-style-type: none"><li>Ultimately, we're looking the Dashboard and <b>SEMrush</b> to do the heavy lifting. From the analytics point we're just asking: Based on what these tools report, were we successful?</li><li>Once we've done this, it will be a simple 20-minute look-up weekly, with a report at the end of the month that should take no more than 15 minutes to write.</li><li>We will continue to refine as we go.</li></ul>	Align completed work with our future needs.  Clean up draft dashboards.  Ready SEMRush measurement Outline Process  Do the work  Report	<input type="checkbox"/> Is there a future needs inventory / list? <input type="checkbox"/> Clean up <input type="checkbox"/> Draft dashboards location <input type="checkbox"/> "ready" <input type="checkbox"/> Is there an existing SOP? <input type="checkbox"/> Where is the existing work that has been done? <input type="checkbox"/> Is there an existing Report format or should I create a new one? What are the categories in the report that tell us that we are successful?	<input type="checkbox"/> Future needs inventory <input type="checkbox"/> Credentials and access to data tools <input type="checkbox"/> Previous YouTube SEO Reports  Existing work for reference  Existing report for reference	<b>CPA Team Information / Guidance</b> <a href="#">YouTube Dashboard</a> <a href="#">YouTube SEO Report Best Practices</a> <a href="#">Comparative Capabilities – Looker Studio - GA - SEMrush docx</a> <a href="#">SEMrush Tool</a> <b>Looker Studio - link</b> <a href="#">YouTube Dashboard &gt; YouTube SEO Aggregated KPIs</a> <b>YouTube Studio - link</b> <a href="#">Channel dashboard - YouTube Studio</a> <b>SEMrush</b> <a href="https://www.semrush.com/">https://www.semrush.com/</a> <b>Google Analytics GA4</b>  <b>NOTES / TERMINOLOGY:</b>  <b>Impressions</b> refer to the number of times a piece of content appears on a user's screen, regardless of whether they interacted with it. <b>Views</b> indicate the number of times a user actively engaged with the content by clicking on it or watching it, signifying a higher level of interest and interaction. <b>Click-through rate (CTR)</b> <i>Clicks divided by Impressions:</i> CTR is a metric that measures the percentage of people who click on a specific link, ad, or call-to-action compared to the total number of people who see it, essentially showing how often people click on something after viewing it; it is calculated by dividing the number of clicks by the number of impressions and is often used to evaluate the effectiveness of online marketing campaigns.  <b>YouTube Search Engine Optimization</b>	<a href="#">SSA YouTube Channel</a>  <b>Business Questions:</b> How many people see SSA videos appearing, how many click on them? How long do they watch? Which videos do they watch more than others? What is the change in performance data for each video based on any additions of key words or new custom thumbnails? What kind of feedback do viewers give us in comments?  <ol style="list-style-type: none"><li>Views</li><li>Impressions</li><li>CTR%</li><li>Current subscribers</li><li>+ / - from last 28 days</li><li>Top videos</li><li>Watch Times</li><li>Average View Duration for each video</li><li>Comments / Feedback</li></ol>	<a href="#">TEAM Assignments &amp; Workflow Management</a>
			<input checked="" type="checkbox"/> 01/14/25	<b>GUIDANCE, PROCESS &amp; HOW TO:</b> <b>Steps to take / Process:</b> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Put some time on my calendar later next week (at least an hour) <a href="#">invite</a> Wayne Nichols and @Herndon, Simone</li><li><input checked="" type="checkbox"/> Have the documentation for the approved KPI and Measurement work we did together with DMC.</li><li><input checked="" type="checkbox"/> I will refine the SEO plan for you at that time.</li></ul>						
			<input checked="" type="checkbox"/> 01/17/25	<ul style="list-style-type: none"><li><input checked="" type="checkbox"/> In the meantime - keeping me, @Herndon, Simone and Katy on the thread.</li><li><input checked="" type="checkbox"/> Please Connect with DMC to get the credentials for YouTube administration as analysts. You are</li></ul>						

# Resource Management Optimization

## Pinpointing Inefficiencies

Management had indicated some difficulties in assigning tasks due to a lack of clear understanding of team member skills and often had to repeatedly clarify the information.

## Devising Solutions & Improving Processes

Team Member Skills Matrix Introduced an ongoing process of human resource skillset capture that aligns team training, knowledge, and abilities with tools needed to support workflow output.

Team Member Skills Matrix Template

Proficiency Rating

- 1 Not Applicable
- 2 Beginner
- 3 Intermediate
- 4 Advanced
- 5 Expert

Team Member Skills Matrix Template				Tool used for each task																								
Proficiency Rating		CERTIFICATES	RESPONSIBLE FOR	Project & Comms Products						Search Engine Optimization/Performance						E-mail Management				Team Workspace								
				Video Production	All Communication & PM Products / Web Content	All Communication Products	Project Management Spreadsheets	Social Media & Marketing	OKR-KPI Framework	SEO Analysis - videos	SEO Analysis - all	SEO Analysis - all	SEO Analysis - all	SEO Analysis - all	SEO Analysis – Social Media	SSA Blogs/website	E-Mail Management	Newsletter Delivery	e-mail / content delivery	API - Application Program Interface	MS Teams / Sharepoint	Confluence	Jira					
Team Member	Chavez, Anthony		Project Management																									
	David Domzalski		Project Management																									
	Christian, Joanne			3	3	3	3	3	1	1	1		1	1	1	1	1	3	3	1	1	1	1	1	1	1	1	1
	Griffin, Wayne		Analyst	1	1	1	1	1	1	4	4	1	4	1	1	1	1	3	1	1	1	1	1	4	3	3	3	3
	Johnson, Anthony																											
	Krieger, Kevin		Analyst	1	3	3	3	3	2	2	3	3	3	3	3	2	3	5	4	5	1	4	3	4	3	5	5	5
	Martin, Katy		Supervisor	2	5	5	5	4	2	2	2	2	2	2	2	2	3	3	3	4	1	4	4	4	4	5	5	
	McMillon, Craig																											
	Nichols, Wayne																											
	Sremac, Danielle	PMP, ITIL	Project Management/Comms	5	5	5	5	4	5	2	2	1	1	1	1	1	1	2	3	3	1	4	2	2	2	2	2	
Whitney, John																												
Lynette Fletcher		PM & Communication Plans																										

1 Not Applicable

2 Beginner

3 Intermediate

4 Advanced

5 Expert

Proficiency Rating

# Challenge

How to improve the Project Management process for SSA-EPMO's Discovery Project to maximize efficiency, streamline workflows and eliminate redundancies.

## Solution

Customized Project Management Spreadsheet enabling a big-picture understanding of complex discovery project elements, over a 6-month period.

[illegible]

# Readiness Optimization

## Challenge

The goal was to enable the SSA-OCOMM and CPAT team to always be in a state of preparedness to successfully implement new initiatives, reporting, or changes.

**SOLUTION:** CPA Team Workflow Alignment with SSA-OCOMM Mission-Critical Work Analyzing all external and internal mission-critical work of SSA-OCOMM and utilizing AI tools to reword for clarity, in preparation for an anticipated agency audit.

	SSA-OCOMM Social Security Administration - Office of Communications	SSA-OCOMM-OSDC Office of Strategic and Digital Communications	SSA-OCOMM-OSDC-CPA Communications Planning & Analytics Team	
	Mission-Critical Work	Mission-Critical Work	Mission-Critical Work Accomplishments FY24-FY25	
	Oversees all internal and external SSA communications.	Develops, implements, and evaluates the agency's communication strategies by (1) managing social media programs, (2) developing digital and print written content, (3) marketing products and services to the public, (4) outreaching to national groups and organizations, and (5) measuring effectiveness of communications activities.	<div>Communication Planning</div> <div>Develops communications plans with agency components to achieve their project and customer outreach goals, including establishing brand strategies and standards for the agency.</div> <div>SSA Campaigns and Projects</div>	<div>Data Services &amp; Analytics</div> <div>Provides data services and analytics with specific media tools to track results for campaigns and other communications by monitoring performance indicators for SSA website, emails, podcasts, social media, Public Service Announcements (PSAs) and reviews, and providing recommendations for improvement.</div> <div>Monthly, Quarterly, Annual Performance Reports</div>
External Communications	SSA Communications and PI/PA activities: Oversees all SSA communication and public information/public affairs (PI/PA) programs and produces content to provide timely information about Social Security programs.		<div>1. American Indians and Alaska Natives (AIAN) 2. Baby Names 3. BSO W2 Wage Reporting 4. Enhancements 1099/1042S 5. Enterprise Scheduling System (ESS) 6. Enumeration 7. i454 (online CDR) Marketing 8. My Social Security (online services) 9. My Social Security Overseas 10. MySS Legacy Account Transition (aka ROME) 11. Overpayments 12. Protecting Personal Information- OPI Video 13. Scam Awareness 14. Sharing Our Story 15. Sharing Your Race &amp; Ethnicity 16. SSA Mobile Wage Reporting 17. SSA Recruitment 18. Supplemental Security Income (SSI) 19. Survivor Benefits 20. Survivor Benefits-Veterans 21. Technician Experience Dashboard (TED) 22. <del>VIP</del> Mobile Check-in Express 23. Withholding Rate Change – 10%</div>	<div>1. SSA Blog - Social Security Matters 2. Social media (paid) 3. Social media (unpaid) including Facebook, Twitter, Instagram YouTube etc. 4. Digital Paid Media (Performance) 5. Digital Paid Media (Spending) 6. Email Marketing 7. TV Public Service Announcements (PSAs) 8. Podcast Episodes – “SSA Talks” 9. Internal Communications – (via email) 10. YouTube Analytics – (Top Videos and Performance)</div>
	Public and SSA Employees: Promotes communications process between and among the public and SSA employees at all levels.			
	Non-English Community: Coordinates the non-English communications activities within SSA.			
	Public Inquiry Response: Responds to high priority correspondence and public inquiries.			
	Timely Information: Produces PI/PA material designed to provide SSA's various audiences with timely information about Social Security programs, protections, rights and responsibilities and related issues.			
	Transparency: Leads SSA in fostering transparency through citizen participation and collaboration.			
	Government and advocacy relationships: Maintains relationships with national organizations, advocacy groups, other Federal agencies, State and local governments, and the White House.			
Internal Communications	Planning / Advisory: Provides guidance to SSA policies and assesses their potential impact on the public and SSA employees			
	Performance: Maintains an evaluation program that measures efforts to meet communications needs of the public and SSA employees.			
	Assessments of Quality: Utilizes state-of-the-art media, methods, and technology in product development and dissemination.			
	Employee Relations: Supports headquarters and field employees directly or indirectly involved in SSA PI/PA activities nationwide.			


# Data Optimization

## Challenge

Ensuring data accuracy, aligning complex multi-format data structures with compliance, scale, monitoring, and other organizational needs.

## SOLUTION: Strategic Mapping for YouTube Data Optimization

Enables easier visual comprehension of strategic and tactical objectives and KPIs for the team's YouTube data monitoring.



Strategic communications and Search Engine Optimization SEO

Document Author: Danielle Berman

Project Manager and Sr. Strategic Communications Specialist, ITC,

contractor for SSA Office of Communications OCOMM

Date of Creation: June 30, 2024








Version 1.0

Strategic Mapping

Strategic communications and Search Engine Optimization SEO

Office of Strategic and Digital Communications -Communications Planning and Analytics Team

Strategic Planning

 <b>Strategic Objectives</b> What goals are critical for our organization to achieve?		Improve and increase visibility of SSA YouTube content.									
 <b>Tactical Objectives</b> What tactics help us achieve our goal?		1. Conduct thorough keyword research for video topics and titles	2. Optimize Video Titles with Target Keywords	3. Write Detailed, Keyword-Rich Video Descriptions.	4. Use Relevant Tags and Hashtags	5. Create Custom Eye-Catching Thumbnails	6. Include Closed Captions and Transcripts	7. Organize Videos into Themed Playlists	8. Encourage Engagement (Likes, Comments, Shares)	9. Promote Videos on Other Social Platforms	10. Use End Screens and Cards to Increase Watch Time
 <b>KPI Alignment with Tactics</b> How does this KPI metric help us achieve our Tactic?		<ul style="list-style-type: none"> <li>Identifies high-traffic keywords to target.</li> <li>Ensures content aligns with what users are searching for.</li> <li>Increases the likelihood of appearing in search results.</li> </ul>	<ul style="list-style-type: none"> <li>Improves search engine ranking.</li> <li>Increases visibility and click-through rates.</li> <li>Attracts relevant audience.</li> </ul>	<ul style="list-style-type: none"> <li>Provides context to YouTube's algorithm.</li> <li>Enhances discoverability through related searches.</li> <li>Encourages higher engagement and watch time.</li> </ul>	<ul style="list-style-type: none"> <li>Helps YouTube categorize the video.</li> <li>Increases chances of appearing in related video suggestions</li> <li>Enhances searchability through hashtags.</li> </ul>	<ul style="list-style-type: none"> <li>Increases CTR.</li> <li>Attracts more viewers.</li> <li>Enhances brand recognition</li> </ul>	<ul style="list-style-type: none"> <li>Makes videos accessible to a wider audience.</li> <li>Improves SEO through text content.</li> <li>Increases watch time and engagement</li> </ul>	<ul style="list-style-type: none"> <li>Enhances user experience.</li> <li>Increases watch time through continuous viewing.</li> <li>Improves channel organization.</li> </ul>	<ul style="list-style-type: none"> <li>Signals to YouTube that content is valuable.</li> <li>Increases reach through social proof.</li> <li>Enhances community building.</li> </ul>	<ul style="list-style-type: none"> <li>Drives traffic from external sources.</li> <li>Increases video views and engagement.</li> <li>Enhances brand visibility.</li> </ul>	<ul style="list-style-type: none"> <li>Encourages viewers to watch more content.</li> <li>Increases overall watch time.</li> <li>Enhances user experience.</li> </ul>
 <b>Key Performance Indicators KPIs</b> What KPIs help us achieve our Tactics?		 <b>KPI Tools</b> What tools do we use to find the KPIs?									
		Looker Studio	YouTube Studio	Semrush	Google Analytics 4	Google Search Console	Google Trends	Talkwalker	Sprinklr		
			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							
		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>								
		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>								
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		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>								
		 = limited capacity									

Strategic communications and Search Engine Optimization SEO  
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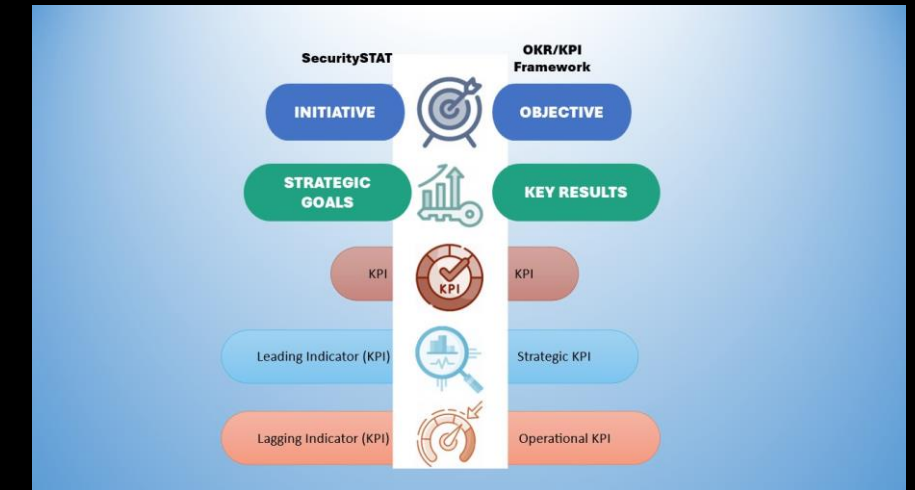
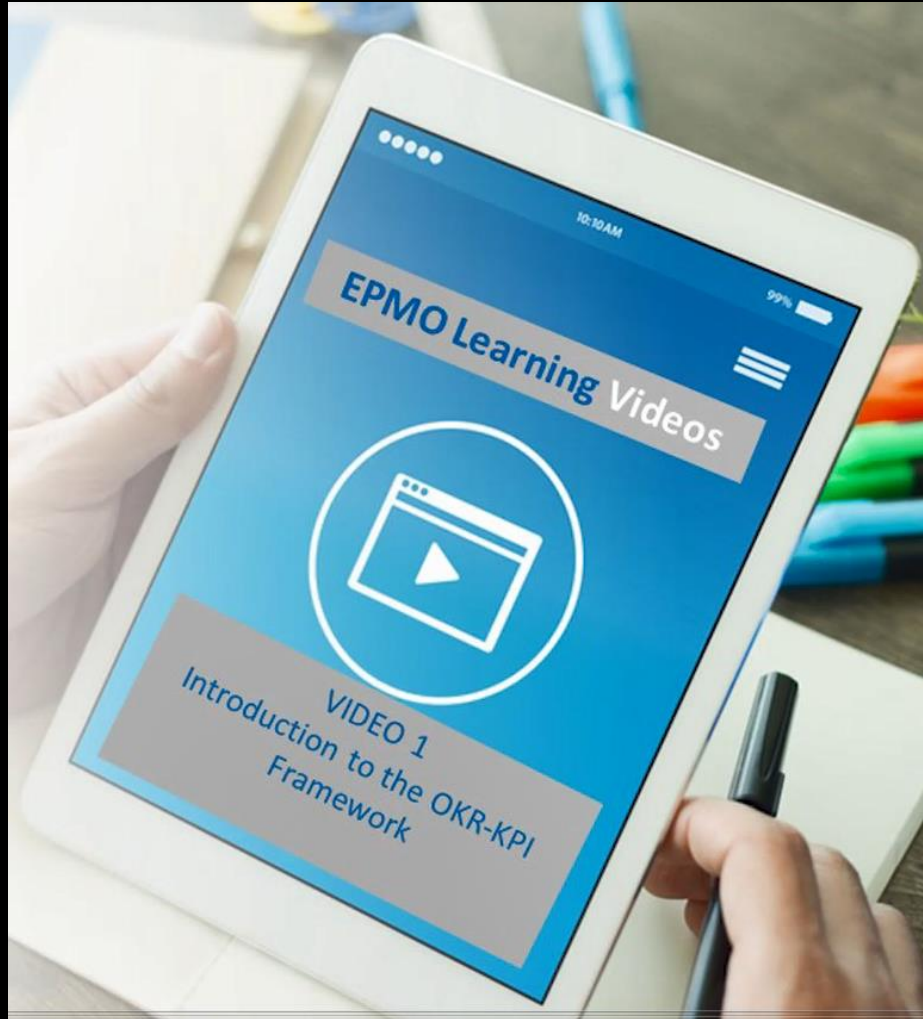
# Optimizing Communications

## Challenge

How to implement a new data-driven OKR-KPI focus throughout hundreds of SSA offices?

## Devising Solutions & Improving Processes

Created a series of [SSA Training Videos](#) allowing large numbers of staff to understand and implement OKRs and KPIs in their work, enabling agency-wide engagement and process improvement.





# Optimizing Visualization Tools

## Challenge

How to enable cross-functional teams to better visualize the significant SAA Discovery Project?

## Devising Solutions & Improving Processes

Created a series of roadmaps, process visuals, and mind mapping models accommodate differing team perspectives and help unify the approach.

