

DIONNA WOMACK

Creative Technologist

[Github](#) • [LinkedIn](#) • [Email Address](#)

PROFESSIONAL SUMMARY

Operations professional with 5+ years across search quality evaluation, machine learning training support, and content operations. Current work at Google involves adapting quality rubrics, analyzing rater performance data by locale and category, reviewing training tasks for machine learning model fitness, and running sessions that keep human raters calibrated and production-ready. Additional experience includes building SOPs, automating workflows in Google Sheets and AppScripts, and coordinating across vendor teams on software quality operations. Graduate degree in Creative Technology from SMU, with coursework in SQL, JavaScript, generative AI, and AI prompt engineering, rounds out a background that spans both operational execution and technical foundations.

CORE COMPETENCIES

Search Quality Evaluation • Policy & SOP Development • Data Analysis & Reporting • Vendor & Stakeholder Management

Quality Assurance & Control • Human Rater Training & Calibration • Cross-Functional Collaboration • Workflow Automation

Machine Learning / LLM Evaluation • Issue Discovery & Triage • Performance Evaluation • Documentation & Knowledge Sharing

TECHNICAL SKILLS

Tools: Google Sheets, AppScripts, Gemini, Smartsheet, Adobe Creative Suite

Languages & Methods: SQL, JavaScript, HTML/CSS, AI Prompt Engineering, Generative AI and LLM Development (academic)

PROFESSIONAL EXPERIENCE

gTech (via Highspring) | *Creative Operations Specialist* | Remote US | September 2024 – Present

- Maintain and adapt the team's quality rubric across three reference formats (a presentation deck, a structured document, and a decision tree/guidebook) to improve consistency and comprehension across a rater pool of 80+ members.
- Lead knowledge-share sessions and team meetings to relay updated quality standards and rating methods, directly supporting rater accuracy on tasks that feed into Google's search LLM.
- Proctor internal gating exams and analyze results by locale and category, using pass rates, failure patterns, and statistical trends to identify readiness gaps before raters move into production.
- Review training tasks to confirm they meet quality standards before going into the machine learning model for search algorithm training, including identifying and flagging borderline cases in shopping and text ad categories that could introduce noise into the training pool.
- Build and maintain automated tools in Google Sheets and AppScripts, including an attendance tracker and training walkthroughs, reducing manual admin work across a team of 80+ members.
- Coordinate across vendor teams and internal stakeholders to keep workflow standards and escalation processes consistent, contributing to onboarding improvements that reduced new hire ramp time by 30%.

HotEvents (via Highspring) | *Search Quality Rater* | Remote US | October 2023 – August 2024

- Rated news search results for query relevance and content freshness, verifying that what a user searched for matched what they actually received. A search for "breaking news" should surface today's stories, not an article from the prior week.
- Reviewed work submitted by other human raters as part of the auditing process, flagging inconsistencies and anything that fell outside established accuracy standards.

- Completed daily quality reviews on 200+ content items while maintaining 98%+ accuracy throughout the role.

Tenor (via Highspring) | *Account Coordinator* | Austin, TX | July 2021 – October 2023

- Worked with clients and internal teams to build out Standard Operating Procedures (SOPs) for content management, cutting delivery errors by 25% and reducing turnaround time by 30%.
- Onboarded and supported 50+ clients each year, keeping a 85% retention rate by staying on top of issues before they escalated.
- Collaborated with Product and Design to launch 25+ campaigns per quarter and reviewed performance data with clients to identify what was working and where to adjust.
- Built out a Smartsheet template so partner and studio guidelines were documented in a consistent format across all accounts, then kept it current by auditing brand requirements as clients and content needs changed.
- Kept up regular communication with partners via email and other channels to track progress, answer questions, and keep projects on schedule.

Tenor (via Highspring) | *GIF Content Creator* | Austin, TX | January 2019 – June 2021

- Created GIFs and visual content for social campaigns and brand partners using Adobe Creative Suite, making sure all assets matched brand guidelines and audience preferences.
- Contributed to ideation and asset review sessions that shaped trending and seasonal content collections, supporting growth in platform visibility and engagement.

EDUCATION

Master of Arts, Creative Technology | Southern Methodist University, Dallas, TX

Bachelor of Science, Public Relations | Texas State University, San Marcos, TX