

CHELEA D. LANHAM

Creative Operations Manager

PROFILE

Creative Operations professional with 6 years of experience leading UX, digital health, and communication initiatives. Specialized in streamlining workflows, modernizing creative processes, and scaling operations for healthcare technology environments. Proven success driving user-centric strategies, enhancing enterprise voice solutions, and collaborating cross-functionally to deliver operational excellence and creative impact.

CONTACT INFO

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☎ (917) 935-3113
📍 Chicago, IL
🌐 [LinkedIn](#)

EDUCATION

Masters of Science
Healthcare Communication
Northwestern University
📅 August 2019
📍 Chicago, IL

Bachelor of Science
Communication Arts
Saint John's University
📅 May 2008
📍 New York, NY

CERTIFICATIONS

- Google AI Essentials – DeepLearning.AI
- Udemy Online – UX Writing
- IDEO – Design Thinking

WORK EXPERIENCE

Manager, Creative Operations (UX – Voice Design Focus) CVS Health

📅 July 2021 - April 2023

📍 Chicago, IL

- Directed creative operations for the Intelligent Agent (IA) Program, enhancing call engagement by 183% through optimized IVR workflows and user-centric experience design.
- Established and led the adoption of the organization's first UX Style Guide, standardizing best practices and streamlining creative output across teams.
- Systematized cross-functional partnerships in Agile frameworks to align operational workflows with business strategy, advocating for user experience excellence at every stage.
- Spearheaded modernization initiatives, transitioning legacy IVR platforms from Verint to IBM Watson, improving operational efficiency and integration speed.
- Implemented empathetic communication improvements to the COVID-19 bot, increasing call lengths by 22% and improving user support outcomes.

Creative Operations Specialist (Voice User Interface Design) Wolters Kluwer

📅 September 2019 - June 2021

📍 Chicago, IL

- Managed IVR system modernization efforts, applying user research and creative strategy to deliver intuitive, patient-centered navigation across healthcare client projects.
- Designed and managed multi-client campaign workflows, contributing to an 8% increase in customer retention in 2020.
- Expanded conversational content libraries, developing over 80 topical scripts and training junior designers to scale creative output with consistency and quality.

Content Operations Consultant Freelancer

📅 January 2016 - January 2018

📍 New York, NY

- Spearheaded content development for 10+ independent publications, driving successful Amazon book launches and syndicated beauty columns.
- Ensured operational compliance with platform guidelines by optimizing editorial processes to meet strict deadlines.

SKILLS

- Creative Operations Management & Workflow Optimization
- User Research & Communication Strategy
- Agile Project Management & Cross-Functional Collaboration
- Platform Modernization & Product Enhancement
- Stakeholder Engagement & Conflict Resolution
- Data Analysis & Strategic Problem Solving
- Healthcare Communication Expertise