Michaela Jyra Melo

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PROFESSIONAL SUMMARY

Quality Operations professional with nearly three years of experience supporting AI data annotation, model evaluation, and content moderation projects. Experienced in leading Quality Analysts, improving operational performance through root cause analysis, and designing scalable reporting systems, documentation, onboarding programs, and mentorship initiatives that strengthen quality and organizational capability.

Previously worked as a freelance Marketing Specialist for more than three years, delivering strategic communication, technical writing, and digital marketing solutions for organizations across Southeast Asia, North America, and Australia. Brings a unique combination of operational excellence, knowledge management, and strategic communication to build high-performing teams and sustainable processes.

CORE COMPETENCIES

AI Quality Operations • Data Annotation • Model Evaluation • Trust & Safety • Quality Assurance • Root Cause Analysis • Process Improvement • Performance Reporting • KPI Analysis • People Management • Coaching & Mentorship • Knowledge Management • Documentation • SOP Development • Stakeholder Management • Technical Writing • Strategic Communication • Content Strategy

PROFESSIONAL EXPERIENCE

TELUS Digital | Metro Manila, Philippines

Quality Supervisor | December 2024 – Present

- Lead Quality Analysts supporting 50+ AI data annotation, model evaluation, and trust & safety projects, consistently maintaining 90%+ monthly quality scores across team-managed workstreams.
- Design onboarding programs, mentorship initiatives, workstream guides, and knowledge resources that improve analyst readiness and support leadership development.
- Conduct root cause and process gap analyses on quality trends, escalations, and client feedback, delivering recommendations that improve operational performance and stakeholder satisfaction.
- Develop reporting systems and quality documentation that enable data-driven decision-making, operational visibility, and consistent quality standards.
- Partner with Quality Managers, Operations Managers, and Training teams to support workstream launches, operational alignment, and continuous improvement initiatives.

Quality Analyst | September 2023 – December 2024

- Recognized as a top-performing Quality Analyst and multiple-time incentive recipient for operational excellence and cross-functional contributions.
- Built automated reporting trackers and performance dashboards that improved visibility into quality trends and coaching opportunities.
- Established a centralized QA Knowledge Base that standardized documentation, accelerated onboarding, and improved knowledge sharing across workstreams.
- Performed root cause analyses across multiple AI workstreams, identifying recurring issues and recommending process improvements that enhanced quality and workflow efficiency.

Freelance Marketing Specialist | Remote

August 2020 – September 2023

- Selected clients: CompAsia, Premia TNC, SJH Advisory, SJH Global, Musician Authority, TY Cosmetics, Circle5Design LLC
- Delivered content strategy, technical writing, SEO, and digital marketing solutions for organizations across technology, finance, sustainability, manufacturing, music, and lifestyle industries.
- Produced 100+ published articles and communication materials contributing to a combined monthly readership of over 100,000.
- Developed content performance reports and audience insights that informed publishing strategies and improved engagement.
- Created website copy, corporate blogs, press releases, technical articles, and educational resources for international audiences.

EDUCATION

University of the Philippines Los Baños

Bachelor of Science in Development Communication | Magna Cum Laude | 2023

Awards:

- CDC Faculty Medal for Academic Excellence
- UP Presidential Medal for Academic Excellence

Honors:

- Pi Gamma Mu International Honor Society
- Phi Kappa Phi Nominee

Academic Highlight:

- Presenter, ADCEP 2nd International Conference on Development Communication

Colegio de San Juan de Letran

Senior High School – STEM Strand | With Honors | 2018

- Academic Scholarship Recipient
- Presenter, 7th Toyama Science Symposium, Tokyo, Japan

SELECTED ACHIEVEMENTS

- Promoted from Quality Analyst to Quality Supervisor within one year.
- Led Quality Analysts supporting 50+ AI projects while maintaining 90%+ monthly quality scores.
- Built reporting systems, knowledge bases, onboarding resources, and mentorship initiatives that improved operational consistency and analyst development.
- Contributor to the published coffee table book *Filipino Faces of Biotechnology* (ISAAA Inc. & Department of Agriculture, 2024).