

Valina K. Lim

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Work Experience

Food & Drug Administration – Center for Tobacco Products – Office of Health Communication and Education | Silver Spring, MD

Technical Information Specialist

July 2023 – Present, June 2017 – April 2022

- **Center-Wide CMS Operations & Collaboration:** Serve as the primary point of contact for center-wide web requests on fda.gov/tobacco-products using Drupal, collaborating with design and social media teams to ensure cross-channel content consistency
- **Digital Strategy & UX Optimization:** Act as a Subject Matter Expert (SME) in digital communications, leveraging analytics data to drive content reorganization, information architecture (IA) updates, and UX enhancements.
- **Contract Support:** Provide strategic oversight to contract development teams utilizing Agile/SCRUM methodologies to build complex systems, including the Searchable Tobacco Product Database.
- **Requirements Gathering & Risk Mitigation:** Partner with developers during sprint planning to gather technical requirements, communicate user needs, prioritize the product backlog, and mitigate deployment risks.
- **Project Governance & Workflow Optimization:** Direct center-wide migration initiatives, including ROT analysis, dual posting, and QA workflows—while authoring SOPs, tracking project risks with leadership (FDA/OEA/OIMT), and delivering phased status updates.

Acting Web Lead

December 2017 – April 2018, February 2019 – May 2019

- **Strategic Planning & Team Alignment:** Define team goals and performance benchmarks to ensure all web and digital initiatives align with center-wide strategic priorities in a fast-paced regulatory environment.
- **Center-Wide CMS Operations & Collaboration:** Serve as the lead point of contact for fda.gov/tobacco-products web requests and act as the primary liaison between leadership, or other stakeholders and the web team to rapidly escalate urgent matters.

Food & Drug Administration – Center Devices and Radiological Health – Office of Communications & Education | Silver Spring, MD

Supervisory Public Health Advisor

November 2022 – July 2023

Supervisory Public Health Advisor (Detail)

April 2022 – November 2022

- **Strategic Planning & Team Alignment:** Lead the Web and Graphics Branch by establishing performance goals, establishing policies and programs to optimize communication efficiency, digital platform innovation, and information dissemination across Internet and Intranet channels, aligning staff competencies—including graphic design, and web support—with strategic agency objectives.
- **Contract Support:** Collaborate with contract support to define system requirements, resolve critical technical challenges, and evaluate/procure next-generation software platforms.
- **Center-Wide CMS Operations & Collaboration:** Utilize Drupal and SharePoint to manage and publish external and internal content
- **Inter-Agency Collaboration & Compliance:** Represent the center in agency-wide collaborations to address technical roadblocks and drive initiatives supporting the 21st Century Integrated Digital Experience Act (IDEA).

Booz Allen Hamilton (Formerly Aquilent) | Laurel, MD

Technical Communications Consultant

July 2013 - April 2015

- **Digital Strategy & UX Optimization:** Led comprehensive ROT (Redundant, Outdated, Trivial) and Google Analytics web metrics analyses to evaluate content hierarchy, determine migration priority, and identify archiving opportunities.
- **Compliance & Taxonomy Optimization:** Ensured site content strictly adhered to the Plain Language Act of 2010 and agency style guides while iteratively developing keyword taxonomies to maximize content discoverability.
- **End-to-End CMS Migration & Configuration:** Curated content inventories using Excel and executed seamless migrations into **Drupal**, configuring backend elements including content types, blocks, views, and menu structures.
- **Front-End Styling & QA Testing:** Styled pages using CSS to match design comps and conducted rigorous front-end/back-end QA and routine regression testing to eliminate broken links and validate new releases.
- **User Experience (UX) Research & Design:** Conducted user interviews, user persona creation, and card-sorting activities alongside competitive website analyses to develop iterative wireframe sketches and sitemaps.
- **Requirements Gathering:** Acted as Product Owner by collaborating closely with project stakeholders to gather requirements, manage product direction, and establish client workflows and manage user permissions

- **Hybrid Project Management:** Facilitated daily SCRUMs and managed team deliverables across the project lifecycle utilizing a hybrid Agile/Waterfall methodology via Jira and SharePoint.
- **Project Governance & Workflow Optimization:** Authored site governance SOPs, delivered 1-on-1 Drupal training to content authors, and presented strategic operational recommendations to senior management during routine client status sessions.

EquiSearch | Gaithersburg, MD

Web Content Intern

September 2011 - January 2012

- **CMS Operations & Collaboration:** Utilize WordPress to manage, update, and maintain all structural components and digital assets for the company website (EquiSearch.com).
- **Digital Strategy & UX Optimization:** Leverage Google AdWords and advanced SEO methodologies to analyze search volumes and keyword competition, maximizing organic site traffic.
- **Content Design & Production:** Leverage Adobe Creative Suite to design custom digital graphics for articles and manage the layout, editing, and production of print magazines
- **Email Marketing & Front-End Development:** Code, edit, and deploy monthly corporate newsletters in Dreamweaver utilizing HTML and CSS to ensure cross-client compatibility.
- **Social Media Operations & Audience Engagement:** Manage company social media platforms, including Facebook and X (formerly Twitter), to broadcast breaking equestrian news and drive community engagement.

Projects & Accomplishments

Searchable Tobacco Product Database

July 2023 – March 2024

Technical expert on the federal side to develop the Searchable Tobacco Products database from kick-off to launch. This database houses over 17,000 tobacco products that are legally marketed in the United States.

Center for Tobacco Products Website Migration

June 2017 – April 2019

Primary point of contact and liaison between CTP and FDA. I communicated project status updates, risks, and concerns between the agency FDA and the Center for Tobacco Products.

National Institute of Neurological Disorders and Stroke Website Migration

April 2015 – June 2017

Content analyst and collaborated with a cross functional team of content strategists, designers, developers, change management consultants, and UX researchers to migrate a federal website of over 5,000 webpages from Percussion Rhythmx to Drupal.

Summary of Skills

Technical Skills: HTML, CSS, Drupal, Oracle, Citrix, SharePoint, WordPress, Rhythmx/Percussion

Software: Jira, Kanban, Confluence, ServiceNow, Workfront, Microsoft Office, Adobe Photoshop, Adobe Acrobat, Adobe Flash, Dreamweaver, FTP, Campaign Monitor, Google Analytics, Foresee, Crazyegg, Google Ad Words, Google Docs, Basecamp, Smartsheet

Social Platforms: Facebook, Twitter, Instagram, YouTube

Education

University of Maryland, Baltimore County

Bachelor of Arts, Media & Communication Studies Minor:

Communication & Technology