Michael Perea

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Summary

Strategic operations professional with 19 years at Verizon, including 7+ years creating and managing learning content. I spent three years owning learning intake, scheduling and release for the weekly frontline learning program, now own data collection and reporting for a learning site serving 1,400+ new-hire coaches, maintain its code, and make enhancements as needs evolve. I build the technology behind the learning, including web apps, usage tracking and adaptive role-play. I use Gemini and agentic AI coding tools to build and automate solutions, with people reviewing AI output. Completing a Master of UX Design in December 2026.

Qualifications at a glance

- Learning operations: Intake, prioritization, assignment and publishing across Inside Sales, Retail, Mobile and Fios.
- AI and automation: Adaptive learning, human review, retrieval-augmented generation (RAG), model evaluation and usage tracking.
- Technical work: AI-assisted JavaScript and Apps Script development, batched data operations, Smartsheet API authentication, timed triggers and runtime limits.
- Cross-functional influence: Design and brand standards adopted by content teams; strategy proposals to supervisors; partnerships with business owners, project managers and 7 international outsourcing partners.

Experience

Verizon | November 2007 – Present

Sr Analyst – Prog & Proj Mgmt

Operations | December 2025 – Present

- Led interviews, persona development and usability reviews for a redesigned learning site serving 1,400+ coaches who guide new hires through onboarding, classroom training and nesting. Added tools for check-ins, apprentice questions and coaching insights.
- Built site usage tracking for tool use and self-paced training progress. Doubled reportable data and raised identification of coach users from 31% to 100%.
- Built the Call Calibration Workspace for Employee Engagement. Standardized call data from several sources, created a shared queue to prevent duplicate reviews, and automated escalations to 7 international outsourcing partners, replacing large, inconsistently formatted spreadsheets and manual escalations via email.
- Created a "Friction Finder" call-audit review tool to identify where account systems and text-heavy reference resources overload representatives and lead to errors.
- Used Gemini to build leader-communications request routing and an automated weekly dashboard that removed manual data entry.
- Built an offline readability checker for partner communications at a 7th–8th grade reading level while keeping proprietary text private. Provide content feedback on an internal communications committee.

Experience continued

Senior Analyst – Instructional Design

Learning Content & Reinforcement | November 2022 – December 2025

- Owned the full learning intake funnel, scheduling and agenda publishing for a weekly frontline learning program and its successor platform, until the platform's retirement in December 2025.
- Managed the content roadmap against revenue, cost and customer-satisfaction goals for Inside Sales, Retail, Mobile and Fios. Balanced requests against product releases, assigned topics to developers, and delivered 44 learning topics and articles in 2023.
- Helped set intake standards and governance. Mapped workflow gaps that led to a new process, successfully advocated a new agenda strategy to supervisors, and led its Inside Sales launch.
- Used AI and Google Apps Script to cut weekly agenda publishing from 2–2.5 hours to under 30 minutes, allowing urgent updates to reach the frontline on short notice. As the Smartsheet point of contact, built a Google Sheets dashboard that combined tracking and updated Smartsheet through its API.
- Created adaptive customer role-play used across outsourcing partners and recognized as the first of its kind in the consumer business. AI drafts scenarios from parameters set by subject-matter experts; a person reviews each before publishing. Role-play adapts to each representative's accuracy and empathy.
- Added usage tracking to the learning platform and its short-form articles so the team could see content use, time spent and section engagement for the first time. Designed an A/B testing model to evaluate how learning content affected sales results.
- Wrote design guidelines for the learning platform and led weekly reviews for brand, style and accessibility. Designed logos for the learning program rebrand, supported the Workvivo launch, and ran the weekly publishing meeting.
- Kept team reporting running during a two-month staffing gap by finding and fixing errors with AI assistance. Received three recognition awards in 2025; leadership also recognized the streamlined content-readiness process.

Sr Analyst – Communications

Customer Readiness | August 2019 – November 2022

- Produced learning reinforcement video for the weekly frontline learning program across Mobile, Fios and Tech Support audiences. Supervisors asked for the content back when it paused.
- Wrote branding and video standards in use since February 2020. Co-built a permanent recording space that doubled daily recording capacity.
- Received a You Rock award (2021).

Sr Analyst – Customer Service Operations

Digital Media | May 2017 – August 2019

- Produced training, customer-education and event video. Tracked viewer engagement and reported results to leadership.
- Studied customer viewing habits on verizonwireless.com to create content that reduced customer calls. Partnered with Knowledge Management and Training teams.
- Received the Verizon Legends Award (2018).

Solutions Advisor, Analyst – Tech Support, Customer Service

Earlier Verizon roles | November 2007 – May 2017

- Designed the early framework for a troubleshooting guidance tool that became the primary troubleshooting tool for all Technical Support agents. Led workshops to train call center representatives.

Graduate and independent technical work

Master of UX Design | Utah Tech University

Across graduate and independent projects, I used AI models and agentic coding tools to design and build the following:

- RAG tools that answer from a curated document library. Combined meaning-based and keyword search to find names and specific terms, and set standards for document labels, review and approval.
- Reusable AI workflows that automate content-page design and modernization for a digital knowledge archive. Defined source analysis, layout planning and CMS integration steps, with checks for mobile usability, accessibility and published content.
- An AI comparison prototype for OpenAI and Claude using identical prompts, with automated checks that reject answers that break business rules.
- Designed and built a full-stack financial planning app with a subscription SaaS model, including a React frontend, cloud backend, secure authentication, bank connectivity and billing integration.
- A Drive-to-GitHub Apps Script sync that feeds an AI-accessible knowledge base, using token authentication, scheduled triggers, resumable processing and deletion safeguards.
- A server-side proxy connecting a document reader to text-to-speech services, with GitHub sign-in and API keys kept on the server.
- User research and a capstone white paper, including five moderated usability sessions and a 25-person preference test.

Technical writing

Wrote architecture proposals and recommendations for Verizon tools, along with a graduate capstone white paper.

Education

Master of UX Design

Utah Tech University | Expected December 2026

Bachelor of Business Administration

Management Information Systems | Strayer University | 2017

Associate in Information Technology

Multimedia | ITT Technical Institute | 2006

Certifications and awards

- Google AI Professional Certificate | 2026
- Verizon Legends Award | 2018; You Rock Award | 2021; three recognition awards | 2025

Tools

Google Apps Script and JavaScript (AI-assisted development), Gemini, agentic AI coding tools, Smartsheet and Smartsheet API, Google Workspace, Articulate Storyline, Workvivo, Figma, Adobe Creative Cloud, Git (graduate work), clasp (independent work outside Verizon).