

MONÉT REID

Digital Transformation Consultant

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Digital transformation consultant who bridges strategy, technology, and the human side of change. I turn transformation from a stalled initiative into adopted reality — pairing change frameworks (ADKAR, Kotter, Lean Six Sigma, Ionology's 7 Principles) and AI fluency with a full-stack technical foundation. I translate executive vision into shipped systems, and bring people along so the change sticks.

CORE COMPETENCIES

Digital Transformation Roadmapping · Change Management & Adoption · AI Strategy, Governance & Adoption · Executive & Stakeholder Engagement · UX & Localization Strategy · Full-Stack Web (MERN) · CMS/CRM Integration

PROFESSIONAL EXPERIENCE

Web Specialist | Extend Web Services

Apr 2025 – Present

- Sole full-time web specialist managing 200+ websites across a national affiliate network.
- Lead a long-term initiative to redesign and transform affiliate websites — owning each project end to end, internal and client-facing.
- Consulted the organization's president one-on-one on a digital transformation strategy.
- Built a privacy "quick-exit" safety widget deployed across client sites: one click sends an at-risk user to a neutral, IP-geolocated local weather site and replaces the page in browser history so the back button cannot return them to the site.
- Led a UX/UI localization strategy for international clients (Albania, Germany) — translating and contextualizing core messaging until it resonated with native audiences.
- Advised the international department on modernizing cross-channel communications and educational material; implemented intent-discovery tooling (Typeform).
- Speaker on AI governance and adoption; author of "Marketing is a Roadmap."

Founder & Principal Consultant | Independent Practice

2023 – Present

- Authored a federated managed-services model for a national nonprofit network (build-once, deploy-to-affiliates; four 90-day decision windows; multi-year roadmap).
- Built a portable Change-Management × AI framework spanning all ten change categories — productized as Ezren™.
- Designed and coded monetsimpression.ai, a custom full-stack brand site.
- Authored a chapter on technology in marketing (SEO, web management, UX/UI) for a national nonprofit network's affiliate manual.

Interim Director — Organizational Change Leadership | Living Alternatives

2020 – 2021

- Led the organization through a leadership transition by listening first, communicating clearly, and supporting people through uncertainty.
- Used client and donor data to drive growth; planned and ran the organization's largest fundraising event; built a cross-functional "one-language" culture across remote teams.

Career Focus: Full-Time Caregiving |

2021 – 2025

- Retooled and re-entered the field — completed a full-stack development bootcamp (2023), launched an independent consulting practice, and shipped production projects before returning full-time in 2025.

EDUCATION & CERTIFICATIONS

- B.A., Global Studies — Boyce College (in progress; expected 2026)
- Full-Stack JavaScript (MERN) Bootcamp — Upright (formerly Burlington Code Academy), 2023
- Six Sigma Global Institute (SSGI): Change Management · Data Analytics · AI Workflow & Prompt Engineering

SKILLS & TOOLS

JavaScript, React, Node, MongoDB (MERN) · HTML/CSS · HubSpot · Typeform · Squarespace · UX/UI · Database Design · Git/GitHub · Change Frameworks (ADKAR, Kotter, Lewin, Lean Six Sigma, Ionology 7 Principles)