Felicitas R. Jaima

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Learning Experience Design | Content Strategy & Communications | International Markets

I BRIDGE U.S. AND DACH MARKETS — IN CONTENT, TRAINING, AND CULTURE

SELECTED IMPACT

- **First U.S. hire** at Berlin-based EdTech startup — built content, training, and communications operations from scratch across two markets
- **13,000+** daily active users reached through content strategy, digital learning design, and audience-focused engagement
- **10+ years** designing and delivering learning experiences for large, diverse, multilingual audiences across in-person, hybrid, and online formats
- **Led LMS migration** from Blackboard to Canvas as faculty pilot lead; trained and onboarded instructors across the department

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PROFILE

I take things that are complicated and make them clear. I build training and content that changes behavior, not just awareness. And I work across German and American markets without having to translate everything twice. As the first U.S. hire at a Berlin-based EdTech startup, I owned content and learning operations from scratch across two languages and two markets. Ten years of university teaching trained the same instinct from a different angle: when your audience would rather be anywhere else, you learn fast what actually lands.

EXPERIENCE

Gaiali Corporation | San Diego / Berlin | March 2021 – May 2026

Head of U.S. Operations & Content January 2023 – May 2026

- Owned all U.S.-facing content, training, and communications: social media strategy, editorial calendar, in-app learning content, creator briefs, and brand voice across channels
- Designed and delivered digital learning experiences: onboarding flows, interactive modules, video tutorials, and in-app guidance across two languages and markets
- Built AI-assisted content workflows; produced 5,000+ learning and editorial assets maintaining consistent quality and brand voice at scale
- Led U.S. launch of Yuno app (April 2024), coordinating cross-functional teams across U.S. and German offices
- Grew platform to 13,000+ daily active users through content strategy, improved onboarding, and audience-focused engagement
- Served as primary liaison between U.S. and German teams, ensuring messaging consistency and clear communication across time zones and cultures

Operations & Content Coordinator, U.S. May 2022 – January 2023

- Coordinated content, learning assets, and campaign timelines across a distributed international team
- Maintained brand and voice consistency across all communications channels while managing multiple concurrent projects

Content and Product Coordinator March 2021 – May 2022

- First U.S. hire; launched English-language product, developed initial content and learning strategy, and built production workflows supporting international expansion
- Directed creators, wrote scripts, and localized content across two markets for a bilingual audience

San Diego State University | San Diego, CA | January 2017 – Present

Course Designer and Instructor

- Design and deliver university courses across in-person, hybrid, and online formats for large, diverse student populations including English language learners; manage the full instructional cycle from learning objective design through outcome assessment
- Spearheaded SDSU's transition from Blackboard to Canvas as faculty pilot lead; trained and supported instructors in adopting LMS tools and online teaching methods
- Developed new courses aligned with real-world topics and evolving learner needs; iterated curriculum based on engagement and learning outcome data
- Designed accessible, culturally responsive content for mixed-ability, multilingual audiences

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SKILLS

Learning & Instructional Design: Curriculum development, e-learning, blended learning, LMS platforms (Canvas, Blackboard), learning objective frameworks, outcome-based iteration

Content & Communications: Content strategy, editorial direction, brand voice, social media, creator management, cross-market communications

Production & Tools: Figma, Canva, Notion, Google Workspace, CMS platforms, AI-assisted workflows (ChatGPT, Claude, Midjourney)

Languages: English (native), German (native)

EDUCATION

Ph.D., History | New York University | 2009–2016

M.A., History | Seton Hall University | 2007–2009

B.A., American Studies, Economics, Civil Law | University of Münster, Germany | 2002–2006