

## SKILLS

Talented Interactive and Instructional Designer with outstanding design and content creation experience and demonstrated expertise creating meaning online interactions between people, products and services.

## SUMMARY OF QUALIFICATIONS

- Strong background in instructional design, online learning and website content development
- Experience producing online courses in an academic environment as well as technical training curriculum and courseware
- Demonstrated ability with wide variety of web and print authoring tools
- Proven communication abilities, both oral and written
- Excellent problem-solving and analytical skills

## CAREER PROFILE

THE VLA GROUP – Cornwall, NY 2010  
Consultant

I designed and developed content for KPMG, creating courses for employees to receive CPE credits. Working with the client I would lead design discussions, create training design documents and once approved, develop content for either online or instructor-led delivery.

- Designed course content for Cloud Enabled Business Transformation, a Process Management and an Overview of the Technology Industry.
- Guided client discussions to include adult learning theory, sound instructional design and appropriate evaluations.
- Developed recommendations for prospective course topics.

COVENANT THEOLOGICAL SEMINARY – St Louis, MO 2009 – 2010  
Consultant

I supported the Seminary's website redesign, focusing on: content assessment, strategic direction, development and delivery of mobile technology and social networking to support the two main web sites.

- Developed recommendations for expanded online content and social networking, adoption of video development/delivery, and mobile content.
- Supporting successful implementation of online content, social networking and mobile content.
- Developing strategic plan for partnering with broader/global evangelical communities.

MARITZ INC – Torrance, California 2007 – 2009  
Producer of HP Employee Demo Days

I managed the Demo Days program, an employee engagement initiative to promote HP products in local retail stores. Our team enhanced the program to include online elements including referrals, promotions and sweepstakes.

- Created and executed employee engagement program elements from concept through delivery, including print and electronic media. Managed client expectations throughout process.
- Developed digital media (email push/promotion, "send to friend" referrals) to support program and increase enrollment.
- Championed the establishment of involving HP executives, employees' friends and families to broaden scope of program.

MARITZ INC -- Fenton, Missouri

2005 – 2007

Producer of: [www.hpinfo.com](http://www.hpinfo.com), [www.hptechzone.com](http://www.hptechzone.com) & [www.suppliesinfo.com](http://www.suppliesinfo.com)

Our team successfully revamped three existing websites to enhance user satisfaction and retention time, streamline navigation, increase participation and adhere to HP standards, websites targeted to retail employees, service technicians and sales support.

- Managed collaborative efforts with cross-functional departments including IT, accounting, graphic design, instructional design and copywriting to support new products and campaigns on the web from concept to execution.
- Handled site marketing, managed e-news campaigns and directed overall look and feel.
- Regularly developed provided strategic roadmaps and metrics to client management team based on user feedback and response as well as field support interviews.

MARITZ INC – Fenton, Missouri

2004-2005

Instructional Designer

I managed multiple clients to access needs, create training objectives, design and develop online and stand up training materials.

- Designed, developed and delivered innovative training elements: online learning modules, instructor led courses, performance support systems and documentation.
- Work closely with client, media developer, and graphic designer to develop highly interactive, academically rigorous online courses. Developed a series of templates, tools, and processes to streamline the development process for instructional designers.
- Managed training engagements by interacting exclusively with clients to maintain awareness of schedule and progress, acted upon areas of concern to create efficiencies for timely project completion.

AG EDWARDS & SONS, INC – Saint Louis, Missouri

2003-2004

Consultant

Created and managed content and design on the internal site for employee career planning.

- Led training initiatives: propose strategic solutions, designed and implemented training and evaluated completed projects.
- Designed, developed and implemented web content for IT Division career mapping initiative.
- Managed timeline to accommodate input and review by key stakeholder, coordinated communications and meetings.

ORACLE CORPORATION, Colorado Springs, CO

2000-2003

Senior Instructional Designer

I worked with the eLearning team designing and developing custom content for adapters of Oracle applications.

- Led global training initiatives: design, develop and deliver online and instructor led training, implement strategies and change management interactions. Developed process, standards and templates for consistency across countries and teams.
- Managed training projects, conducted needs analysis, established unique approach for customized training materials, developed templates for multiple uses in various content areas.
- Aligned multiple initiatives across disciplines, proved ability to share understanding and gain consensus with different stakeholders, integrated current technical research with strategic program thinking, interacted with different client segments for program support and understanding.

## EDUCATION

M.Ed. in Instructional Technology, University of Colorado, Colorado Springs, 1999.

B.S. in Education, University of Nebraska, Lincoln, 1985.

## REFERENCES

MARITZ INC. – Chris Galloway – [chris.galloway@maritz.com](mailto:chris.galloway@maritz.com); Cindy Hollenbach – [cindy.hollenbach@maritz.com](mailto:cindy.hollenbach@maritz.com)

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