

SUMMARY OF QUALIFICATIONS

I'm an accomplished creative director, eLearning designer/developer, and marketing manager. I lead by example, communicate clearly and abundantly, and play well with everyone.

Specialties: design for screen and print, eLearning design and development, user experience design, motion graphics, interactive documents, copy writing/editing, image manipulation, project management, customer engagement, and event management. I make things work.

PROFESSIONAL EXPERIENCE

eLearning Designer/Developer,

Freelance, 11/12–Present

- ▶ **Rapid development of eLearning modules** for a variety of industries: K–12 education, worldwide telecom, and financial reporting. Services include script writing, instructional design, image and video manipulation, motion graphics, project tracking and forecasting, and application of usability science.

eLearning Experience and Development Manager,

Houghton Mifflin Harcourt Publishing Company, 12/08–7/12

- ▶ **Designed and developed web-based on-demand training modules** reaching K–12 teachers, administrators, and superintendents in 50 states and internationally.
- ▶ **Managed multiple complex projects** from start to finish in a fast-paced, ever-changing environment; delivered on-time and accurately.
- ▶ **Hired and managed** media/technology developer and graphic artist/developer.
- ▶ Collaboratively **developed and implemented operating procedures** for new department; developed detailed development task lists, tracking turn times to assess efficiency, improving where possible.
- ▶ Regularly **reported status of projects**, identifying possible risks to time lines and presenting contingency plans.
- ▶ Analyzed and reported **analytics and survey** results.
- ▶ Served as a pilot member of corporate social responsibility committee, and as Awareness Lead for corporate Community Investment Council.

SKILLS

Macintosh and PC Operating Systems
Adobe Photoshop
Articulate Storyline
Articulate Studio '09 eLearning development software
Adobe Captivate
Adobe After Effects
Adobe InDesign
Adobe Illustrator
Adobe Media Encoder
Adobe Acrobat Professional
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Voiceover recording and editing
Voila
Audacity
Karelia Sandvox
Adobe Flash
Adobe Premiere
Adobe Dreamweaver
Adobe Presenter
Project Management software, online and desktop
XML, CSS, and HTML editing
Storyboarding
Copywriting/Editing
Bilingual (English and Spanish)

Sr. Field Marketing Manager,

Houghton Mifflin Harcourt Publishing Company, 10/06–12/08

- **Conceived, designed, procured, photographed, and created images and collateral:** presentation and promotional pieces, advertisements, signage, brochures, invitations, catalogs, and internal communications, enhancing messages with creative editing.
- Hired, directed, evaluated, and **mentored a dream team** of Graphic Designers, Project Coordinators, an Administrator, and a Production Manager.
- Directed art and **enforced branding standards** on more than **1,000 marketing projects** annually.
- Worked closely with commercial printers, **analyzing bids and negotiating best pricing.**
- Regularly achieved **100% on-time and accurate** delivery of marketing projects, within budget.
- Served over **250 internal customers in 50 states**, in a fast-paced environment with competing priorities.
- Collaborated with field staff and leadership to develop **marketing plans** for maximum effectiveness with tight budgets.
- Successfully planned and **executed company's annual sales meeting**, including direction of logistics and transportation; managed events department.

Sr. Field Marketing Manager, Macmillan/McGraw-Hill, 10/04–10/06

Regional Production Manager, Harcourt School Publishers, 8/94–10/04

EDUCATION

Mid-Management Program,
Cox School of Business,
Southern Methodist
University

B.A., Communications
(Advertising), University of
Texas at Arlington

Continuing education in
learning theory, user
experience design,
branding, usability
sciences, information
architecture, and project
management

PROFESSIONAL ORGANIZATIONS

American Society for Training &
Development, Fort Worth/
Mid-Cities Chapter

DFW User Experience
Professionals Association

Information Architecture
Institute