

POSITION OBJECTIVE

Instructional Designer or Project Manager
Trainer: Technology, Writing, Design

SUMMARY OF QUALIFICATIONS

- Ten years experience developing instructional materials for corporate and educational clients.
- Nine years experience teaching and facilitating, including technology workshops, social change subjects, writing and design.
- Over ten years experience in professional writing: copywriting, copyediting, corporate branding, grant writing, and strategic planning materials.
- Resourceful problem-solver with strong people and situation management skills.

PROFESSIONAL EXPERIENCE

- 08/02-08/04 **NASA/SFSU Video and Curriculum Collaboration**, San Francisco, CA
INSTRUCTIONAL DESIGNER AND PROJECT COORDINATOR
Coordinator of graduate student team in research and development of instructional materials for 6th, 7th and 8th grade science/math students.
- Coordinated the collection of research data from teachers throughout the Bay Area.
 - Developed formative evaluation tools and carried out field research.
 - Created presentation materials for phase reporting to NASA.
 - Developed animated math tutorial in Flash as a supplement to curriculum.
 - Maintained and organized web-based materials.
- 03/03-04/04 **Resourceful Women**, San Francisco, CA
TECHNOLOGY & ADMINISTRATIVE COORDINATOR
Managed office and technology needs.
- Managed layout, design and editing of the organization's quarterly newsletter.
 - Transferred web hosting, reducing hosting and development costs by over 50%.
 - Developed and maintained online password-protected directory of professionals.
 - Maintained FileMaker database of members, professionals and payments.
- 06/01-02/03 **C-Beyond/Youth Empowerment Center**, Concord, CA
DEVELOPMENT DIRECTOR
- Organized a fundraising campaign, increasing grassroots funding by 200% in one year.
 - Developed/led workshops on writing, graphic design, budgeting, and fundraising.
 - Coordinated volunteer workforce for semi-annual direct mail campaigns.
 - Managed grant-writing and reporting efforts, increasing interdepartmental participation, and securing additional funding from existing foundations.
 - Wrote and designed collateral and marketing materials.
- 04/01-05-01 **Village Market**, Oakland, CA
INSTRUCTIONAL DESIGNER/TECHNICAL WRITER, Contract
- Conducted needs analysis for customer service and sales staff training for a grocer.
 - Designed training materials for the market's front-end personnel.
- 08/00-05/01 **Associated Students, California State University**, Hayward, CA
PROGRAMS AND EVENTS COORDINATOR
Planned, managed, staffed & implemented on-campus events for students.
- Negotiated vendor and sponsor contracts for events.
 - Increased donations & developed new relationships with many local businesses.
 - Designed and distributed promotional materials for events and programs.
 - Timeline planning and staff management for concurrent events.

PROFESSIONAL EXPERIENCE (CONTINUED)

- 07/97-01-00 **Advanstar Communications**, Santa Ana, CA
MARKETING AND PROMOTIONS MANAGER
Managed marketing efforts for Video Store Magazine and ResponseTV magazine.
- Created/managed 20th anniversary campaign concurrent with redesign campaign.
 - Copywriter for all in-house ad campaigns, direct mail, and trade show materials.
 - Managed planning and staffing of multiple trade shows on an annual basis.
 - Negotiated/maintained vendor relationships (printers, designers, show producers).
 - Managed annual departmental budget of \$200,000 for VSM, \$50,000 for RTV.
 - Through contract negotiation and sourcing, saved over \$40,000 in one year.
 - Coordinated development of media kits, staff incentives, sales materials.
- SALES MANAGER (Interim sales position during an employee's maternity leave)
- Increased sales to 20% over goal. Developed three new accounts.
- SALES ASSISTANT (Direct support to Publisher and sales staff)
- Programmed and implemented a competitive sales analysis database in Access, facilitating extensive reporting capabilities and multiple query methods.
- 01/97-06/97 **Anaheim Union and Magnolia School Districts**, Anaheim, CA
SUBSTITUTE TEACHER (Elementary through High School)
- Developed lesson plans for extended substitute positions in addition to teaching.
- 04/93-01/97 **Brooks Insurance**, Newport Beach, CA
ACCOUNT ASSISTANT (General office duties for a small business owner)
- Developed training materials for a client to distribute to multiple retail locations.

LECTURES/TEACHING ENGAGEMENTS

- ADOBE ACROBAT DIGITAL PORTFOLIO TRAINING, WORKSHOP LEADER - SF State University
- Developed print and web-based course materials for graduate/credential students.
- TECHNOLOGY COACH, CONTRACT
- Worked with clients from 30-60 years old in determining and meeting technology needs.
- ELECTRONIC JOURNALISM COURSE, STUDENT ASSISTANT - CSU, Hayward
- Taught upper-division and graduate students html coding.
 - Developed course handouts. Assisted in grading and review of student writing assignments.
- INTRODUCTION TO WOMEN'S STUDIES, COURSE FACILITATOR - CSU, Long Beach
- Led weekly course and experience related discussions with eight freshman students.
 - Developed meeting materials. Managed grading and attendance.
- STAR (Students Talk About Race) FACILITATOR - CSU, Long Beach – Middle School Outreach
- Co-led weekly discussions with students on issues of diversity, prejudice and discrimination.
 - Developed presentation materials and handouts.

EDUCATION

MA Education: Instructional Technologies, San Francisco State University, Anticipated: 12/ 04.
BA English: Creative Writing California State University, Long Beach 1997
AA Orange Coast College, Costa Mesa, CA June 1993

SYSTEM KNOWLEDGE *Proficient in both PC & Macintosh environments*

Microsoft (Word/Excel/Access/Publisher/PowerPoint), QuarkXpress, Adobe Illustrator, Photoshop, Flash, Dreamweaver, html, FileMaker Pro

PROFESSIONAL AFFILIATIONS

ISTE, *Member*