

CAREER FOCUS

To secure a leading role in an organization that values employees with a solid foundation of technical communications, creative energy, and instructional technology experience.

EMPLOYMENT HISTORY



2008 - current Cal Poly Orfalea College of Business San Luis Obispo

Supervisor Academic Technologies/Digital Media Communications

- **Computer Network/Systems Administration/Labs/PC Mac Workstation Support**– Assist faculty, staff and students with computer networking, hardware/software maintenance and support. Offices, classrooms and conference room technology management and training. College wide communication systems via digital signage, print collateral, web, and mobile devices.
- **Web Development/Support/Graphic Design/Video Production**– Provide web content resource services for the [Orfalea College Web Site](#), [Executive Partners Program Web Site](#), Administration of WordPress Content Management Platform, Dreamweaver CS5, Adobe Photoshop CS5, and Illustrator CS5. HD video camera operation and editing using Apple Final Cut Pro, Adobe Premiere, Soundtrack Pro, Motion and Adobe Flash video effects.
- **Instructional Design/Online Course Development** – Supervise [Alternative Course Delivery Technologies](#), Manage Mediasite Live Lecture Capture Services for faculty and guest speakers. Successfully launched the first fully online course for the Orfalea College Finance department. Focusing on a [problem-based learning](#) approach. Also co-supported the instructional design/development efforts for a tandem hybrid International Marketing course launch. Production and evaluation of course media assets. Developed and maintain “[Getting Ready for Online Learning](#)” course support portal.
- **Moodle (PolyLearn) LMS Support/Blackboard/Training/Assessment Data** – Provide one-on-one and group support, tutorials, walk-through, one-sheet job aides, and email question response for any and all Blackboard/Moodle Learning Management System related functionality for faculty, students, and staff members. Compilation, organization and web publishing of assessment of learning data for undergraduate programs – Administrator and supervisor for ETS Major Field Testing.
- **Mobile Apps** - Research & support mobile applications (iPad, iPhone, Driod) to enhance student learning.



2003 - 2008 USC Marshall School of Business/Academic Information Services Los Angeles

Supervisor, eLearning Technologies

- **Live and On Demand Streaming Video Lectures/PodCasting** – Responsible for specialized classroom technologies for distance-learning delivery – Lead supervisor regarding operation and upgrading hardware and software solutions – iTunes Podcasts, Sonic Foundry MediaSite Live presentations
- **Instructional Design/Web Course Development** – Perform course content analysis and design within the Marshall eLearning team work flow - Develop course evaluations materials and reporting format - Conduct research for best practices, and emerging distance-learning methodologies.
- **Educational Technology Training and Support** – Conduct software training sessions for faculty and students on the use of TechSmith Camtasia, Interwise, Macromedia Contribute, BlackBoard and other specialized software. Develop user guides, quick-start information sheets, and other support materials
- **Professional Graphic Design/Digital Video Recording and Editing** – Sony ZU100 HDV camera, Lowell Lighting, Countrymen Microphones, Final Cut Pro, AVID Pro, Flex Development Platform, Flash CS3, Maya, Adobe Encore, Adobe Photoshop CS3, Illustrator CS3



2003 - current Digital Media Experts, LLC

San Luis Obispo/Los Angeles

Web, Video & Graphic Design – Creative Services Contract Manager/Developer

- **Web Site Design/Development** – Successfully designed and developed web presence for various mid to small sized local business. Most recent client in the San Luis Obispo & Los Angeles area: wc2storage.com. bankruptcydone.com, peopleschoiceservices.com, iapri2012.com, walkin-n-waggin.com, slooralhealth.org
- **Mobile Apps** - Research mobile applications (iPad, iPhone, Driod) for business productivity and entertainment.
- **Print Media Designs for Business** – Provided marketing collateral design and production services for Peoples Choice Appliance Repairs. Designed trade-magazine ads, business cards, letterhead, presentation folders, comment cards, and served as lead designer and producer for conversion project which transferred the company’s paper-based employment application to digital format (MS Word and PDF) accessible via the web for Radiant Staffing Agency.
- **Business Marketing/Identity/SEO** – Deploy proven and effective web techniques that increase web search rankings (Google page #1) for client web sites. Designed and developed company logos and business collateral for Precise Capture Imaging Solutions, The Renter Center, DuctWeasel Dryer Vent Cleaning, AMC Communications, GLC Catering, The Sounds of Smooth, Herb Appeal, and Island Player Authentic Apparel.



1999–2003 LeadingWay Knowledge Systems

Irvine/San Luis Obispo, CA

Lead Instructional Designer/ Assistant Project Manager



TOYOTA



- **Toyota Motors** - Launched Toyota Product Education training website containing interactive learning modules for past and present Toyota vehicles – Decreasing reliability on training videos and instructor-lead courses. Most recently developed course facilitates Prius Hybrid System certification required for all Toyota sales associates and parts and service professionals.
- **General Motors** - Designed and developed Inventory Management and Advertising training courses for web-based delivery via General Motors Information Station Training Site – The Information Station is used by the GM dealer population seeking preparatory information for career advancement.
- **Honda** - Served as Lead Instructional Designer and client technical support for American Honda Motors Travel and Expense Requisition System TIRES and eMall training website – The training portal was implemented in conjunction with the new Ariba software releases to support internal American Honda personnel and Dealers in their transition over to the new software platform.

1997-1999 EPIC Solutions, Inc

San Diego, CA

Technical Writer

- Developed new format/layout for production of software user’s guides and online help.
- Assisted with screening, hiring, and training writing assistants and graphic artists for technical publications department.

1999 Lemon Grove School District

San Diego, CA

Educational Technology Assistant

- Supported PC-user population in media center/computer laboratory – Provided supervision and assistance to students before, during, and after school with computer/web-related assignments.
- Logged and maintained PC hardware inventory – Enabled staff to gain faster access to needed technology via transfer or purchase requests.



1996–97 San Diego State University, Student Outreach Services

San Diego, CA

Student Outreach Representative

- Assisted with coordination of annual California State University Student Outreach Convention hosted by San Diego State University.
- Assisted prospective students with the application process, offering advice and encouragement to prepare students for success during and after their college experience.
- Conducted clerical and accounting duties assigned by Outreach department management.

FORMAL EDUCATION

San Diego State University

San Diego, CA

- M.A., Educational Technology
- B.A., Sociology

SKILLS & INTERESTS

- **Technical** - Working knowledge and proficiency with Word Press CMS, Mediasite Live, ECHO360 Lecture Capture, Flash CS5 (some useful ActionScript), Photoshop CS5, Dreamweaver CS5, Illustrator CS5, Microsoft Word, Excel, PowerPoint, Outlook, Adobe In Design, Contribute, Captivate, Elluminate, Adobe Connect, FTP, HTML, Blackboard/Moodle LMS, ANGEL LMS and the latest Windows and Mac OSX computing environments.
- **Community** - Volunteering, coaching, tutoring, and mentoring.
- **Personal** – Beach volleyball, softball, skimboarding, rollerblading, skateboarding, camping, traveling, photography and videography.

CONTACT INFORMATION

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~ References Available Upon Request ~