

Profile

- **Global Training Director** with 20 years cumulative experience in project management, web/graphic design, marketing and business operations
- 5+ years of training experience in technology and adtech
- Deep understanding and ability to use instructional design theories and learning technology
- Expert graphic, web and multimedia designer with experience in video/audio production
- Experienced in entrepreneurial business start-up and vendor/employee management
- Skilled listener and communicator with the ability to assess needs and build relationships

Experience

Global Training Director | Sizmek | 2017 – present

77 Geary Street • San Francisco, CA 94103

- Leads the Sizmek global training team, servicing global audiences in sales and operational roles
- Develops, manages and implements training plans, standards, templates, and processes for all team functions
- Developed and delivered 2 cross training programs for both the global sales organization and the operations organization to meet training needs caused by a large acquisition (Sizmek acquired Rocket Fuel) including webinars, eLearning course, and group based activities for 700+ employees
- Designed and delivered multiple interactive sales workshops at key office locations in the US

Senior Training Manager | Rocket Fuel | 2017

22 4th Street • San Francisco, CA 94100

- Led and managed the Rocket Fuel Training Team for both internal and client audiences, focusing on position and compete training, product training and role specific training
- Created thoughtfully structured web-based information management and delivery methods for training programs
- Led all sales training, developing and delivering eLearnings, live/ virtual workshops, webinars and performance support tools to help the organization achieve overarching business objectives
- Built team-specific new hire training programs and websites to integrate with and support the HR corporate onboarding program

Senior Instructional Designer | Cadreon | 2015 – 2017

653 Front Street • San Francisco, CA 94111

- Key collaborator in the design and implementation of programmatic technology training for clients, employees and agency partners
- Led the discovery and definition of Cadreon's global training mobile+desktop web platform, designing and building a customized CMS website to support online training delivery
- Continuing oversight and maintenance of all global training content online

- Designed and built web-based tutorials on advertising technology and programmatic media channels, published on both an internal employee site and a secure external client site
- Designed and built an online trainer's community to support a network of 100+ global programmatic trainers, providing materials and resources, including a digital media kit to facilitate successful training workshops
- Analyzed business needs, defined scope and launched an online 'New Employee Integration Guide' to compliment existing HR onboarding process – including tools, resources, videos and tutorials architected into a 3 week multi-task guide
- Created and deployed mobile 'micro-lessons' with integrated swipe/tap features and navigation to promote quick and easy on-the-go learning
- Designed and developed a facilitator's guide, a trainers certification program, presentation decks, flyers, illustrated book covers and graphical icons and diagrams to describe complicated technical scenarios
- Built a 'Business Tools and Resources' web page to assist business operations, legal, and finance teams in the setup of programmatic campaigns
- Developing 'Programmatic Video' training course, to be delivered as an instructor-led course and reproduced in a digital format
- Active member of the 'Fun Committee,' single-handedly organizing and facilitating a large company event, resourcing and coordinating vendors, sponsors, and activities

Learning and Development Project Manager | Apple | 2014

City Center • 20350 Stevens Creek Blvd • Cupertino, CA 95014

- Assessed and analyzed training needs for Apple Global Finance Projects
- Worked with subject matter experts and key stakeholders to identify needs, determine message, scope, methodology, and delivery mechanism for business training initiatives
- Created training plans, schedules and outlines for developing desktop and tablet interactive eLearning courses and iGuides
- Hosted meetings to share ideas and collect feedback for training implementation
- Worked with the L&D team to update the existing training library by converting all published Flash learning courses to HTML 5 / iBook compatible files

Instructional Designer and Project Manager | Academy of Art | 2011 – 2014

Academy of Art University • 2300 Stockton St. • San Francisco, CA 94133

- Successfully designed and launched 8+ simultaneous interactive online course builds per semester cycle
- Managed projects by tracking workflow, resolving issues, finalizing contract details and initiating payment
- Initiated and drove remote and in-person project meetings with unique build teams, including content editors and experts, a video team, and multiple department and curriculum directors
- Determined and implemented the most appropriate online delivery method for each specific course
- Produced specific and unique multimedia content for each course based on instructor/student needs, while maintaining company standards

- Collected, edited and produced graphical, text, audio, and video content
- Designed and produced narrated audio slideshow presentations to compliment each course module

Owner and Designer | North Loop Sign & Graphics | 2003 – 2016

102 E. North Loop Blvd. • Austin, TX 78751 • 512-407-9409 • www.northloopsigns.com

- Independently built business from concept to reality in a storefront and web location
- Developed and marketed a business strategy, products and services while overseeing all office and managerial tasks
- Managed and scheduled employees, contractors and vendors
- Designed and supervised production of wood, metal and plastic signs
- Created and developed logos and printed marketing collateral for a diverse group of clients including magazine and newspaper ads, event posters, banners, business cards, postcards, brochures, stickers, clothing screen print designs, labels, brochures, CD and DVD packaging art, and product labels
- Built and maintained custom websites for clients, including ecommerce and multimedia sites
- Maintained business accounting, payroll, invoicing and taxes
- Created promotions for products and services through online advertising and printed marketing material
- Trained and mentored employees and a partner, teaching company guidelines and customized pricing tools

Owner | DwellBest.com | 2011 – present

www.dwellbest.com

- Developed brand, business strategy and website for small self-owned property management and leasing company in Austin, Texas

Graphics Manager | Capitol Beverage Company | 1999-2003

10300 Metropolitan Drive • Austin, TX 78758 • 512-837-6550

- Localized national marketing campaigns for Coors, Guinness, Dos XX and other house brands
- Managed small production team and oversaw all activities in the graphics and art department

Graphic Designer | The Austin Chronicle | 1998

www.austinchronicle.com

- Ad layouts for print publication
- Music photography for SXSW music conference web publication

Skills

- Proficient using industry standard design applications on both Mac and PC: Photoshop, Fireworks, Illustrator, Dreamweaver, Flash, Acrobat, CorelDraw, In Design, Bridge

- Experienced in screen capture recording, digital video post-production and audio editing programs: Camtasia, iShowU, GarageBand, Audacity, and Audition
- Experienced with eLearning software: Captivate, Presenter, Articulate
- Accustomed to working with Learning Management Systems
- Experienced with business, project management and word processing software: QuickBooks, Microsoft Office Suite, Google Docs, OmniPlan
- Experienced with presentation applications: Adobe Presenter, PowerPoint, Keynote, Prezi
- Experienced with CSS, HTML, XHTML, Flash, JavaScript, Actionscript, MYSQL databases, CQ5, Joomla!, Wordpress, Drupal, CushyCMS
- Savvy and up to date with current social networking tools and sites
- Experienced and comfortable with remote web conferencing: Adobe Connect, WebEx, Citrix GoToWebinar
- Experienced in photo editing and large and small format printing and production
- Cheerful and efficient worker, both independently and as part of a team

Education

- Virginia Tech. Bachelors in Communication Studies, Minors in Studio Art and Creative Writing, 1997
- Project Management Professional Certification (PMP), SF State University Extended Learning