

Unicorn Employee: *staff who possess a unique set of qualities that make them extremely rare and valuable. Like actual unicorns, they're hard to find, but once hired, offer up enormous benefits in the workplace. To name a few, they shatter expectations, raise the bar for everyone and are simply a joy to be around. Unicorn employees can literally take your business to the next level.*

From "[Five Signs You're a Unicorn Employee](#)"

See my Interactive
Resume Website

Knowledge, Skills and Abilities (my "hats" at a glance)

- Instructional design and Curriculum development
- LMS management and administration
- Learning content development
- Client educational portal administration
- Technical documentation development
- Graphic design
- Video production/editing
- SIS/CRM database design, management, and maintenance
- HTML/CSS coding and website administration/content development

Key Attributes

- ✓ Frequently assesses learning needs of faculty, staff and colleagues and serves as technical trainer
- ✓ Demonstrated ability to effectively communicate with both technical and non-technical audiences
- ✓ Able to translate business or learning requirements into meaningful technical specifications and design
- ✓ Able to effectively collaborate with multiple business units
- ✓ Able to evaluate goals and objectives from multiple teams and develop benchmarks for measuring success
- ✓ Experienced with serving as a team member on, and contributor to, complex strategic projects and committees
- ✓ Able to handle multiple projects with varying deadlines
- ✓ Consistently performs process improvement analysis
- ✓ Exceptional analytical, problem solving and project management skills
- ✓ Able to think broadly across multiple applications
- ✓ Consistently swift mastery of complex new skills, software, and platforms
- ✓ Extremely meticulous commitment to detail and accuracy
- ✓ Able to communicate in a courteous, tactful and concise manner
- ✓ Flexible work habits; able to adapt to changing situations and work demands
- ✓ Consistently made progressively responsible

Software

Exceptionally proficient with software for: HTML/CSS • Database/SIS • CRMs/ERMs • Online Training systems • LMS • Reporting • Website Design / Development / Administration / CMS • FTP • Image Manipulation • Email Campaign mgmt. systems • Microsoft Office Suite • Survey • Video production • Audio production • Screencap • Project management and ticketing (e.g., Assembla, Basecamp) • Web conferencing

Working knowledge of: SQL, PHP, and Visual Basic

Experience

Director of Client Education & Marketing

EMAS Pro

January 2019-Present

Key Accomplishments

- Redesigned and overhauled company website and branding
- Generated sales and solution adoption through digital marketing

Primary Duties

- Oversee and execute development of user educational curriculum and materials, including client educational portal
- Plan and oversee online client trainings using insights to target timely/relevant topics
- Develop all marketing and client educational email communications
- Edit and produce informational product videos
- Administrate and design/develop company website
- Assess outcomes of website and email campaigns using Google Analytics and campaign reporting tools
- Oversee and execute strategic integrated marketing plan across multiple channels
- Manage and develop social media presence and assess ROI using analytics tools
- Administrate and manage internal client database
- Oversee and manage summer marketing intern
- Serve as lead expert on email building solution including client template development and brand protection
- Assist with planning and development of annual client conference
- Analyze and visually present client survey results data
- Interface with vendors, third parties, and other key stakeholders to drive success of initiatives

Web and Learning Content Manager

EMAS Pro

September 2012-December 2018

Key Accomplishments

- Assisted with development of competency-based client curriculum for each of 4 major software products
- Redesigned and overhauled client educational website, including all coding and development
- Redesigned and overhauled company commercial website, including all coding and development

Primary Duties

- Administrate/maintain both company commercial website and client educational website, including content for both
- Manage individual custom client training portals, including content and users
- Perform internal staff training sessions over new or unlearned technologies
- Develop high resolution graphics and logos for website and marketing materials
- Develop technical documentation and training materials for client education, including educational video production
- Develop and maintain online user guide for mobile software product, including frequent updates as software evolves
- Develop & Present client training sessions at annual client conference
- Develop annual conference resources including mobile app, program booklet and graphics
- Develop HTML Email campaigns and manage deployment
- Develop print marketing materials such as brochures, datasheets and conference booth design
- Manage internal company CRM database, including imports/exports and reporting/analysis
- Develop monthly company client newsletter
- Develop and administrate client surveys, including results analysis and graphical representation
- Aggregate and visually represent institutional data for client progress evaluations
- Troubleshoot technical issues with websites, including collaboration with IT and ticketing
- Participate in company-wide planning and strategizing for new initiatives
- Perform industry, market, and competitor research and present findings in meaningful ways

Data Manager

Webster University

January 2011-July 2011

Key Accomplishments

- Designed and completed inaugural university-wide census report detailing student enrollment and credit hours, from multiple perspectives, for all 86 campuses worldwide
- Wrote and successfully implemented query/script to accurately identify and calculate credit hours by campus (previously nonexistent) for provision of census data to Higher Learning Commission
- Created model/template for admissions report detailing student applicant data

Position Duties/Other Accomplishments

- Designed and produced how-to guide regarding specific database tasks for interdepartmental use
- Conducted extensive quantitative analysis of large volumes of institutional data (millions of records)
- Extracted large volumes of data from database and produced 'frozen' data files for reporting and warehousing
- Determined methodology for extracting applicant data in various stages of admission funnel and extracted datasets for future reporting
- Identified data inconsistencies via audits and reported to registrar
- Worked continuously with IT toward the resolution of reporting issues
- Collaborated extensively with programmers to facilitate development of new database architecture
- Regularly evaluated and modified extract scripts according to institutional reporting and assessment needs
- Functioned as a key player in planning of data warehousing solution; collaborated extensively with IT prior to and during build
- Produced ad-hoc reports for colleagues in various departments, including enrollment and departmentally focused reporting
- Identified and presented database/data relationality issues to special panel group; contributed to analysis and resolution of issues
- Participated in individual and shared process improvement initiatives
- Investigated and analyzed documents from multiple sources to aggregate extended campus information for HLC; created master directory re same for university use (previously nonexistent)
- Produced master extraction and reporting schedule for the academic year

Data Specialist/Academic Specialist

Fontbonne University

June 2006-January 2011

Key Accomplishments

- Designed & successfully implemented automated processing system for all student files (formerly hard copy), including digital document imaging, electronic storage & digital routing – *system adopted university-wide and still in use today*
- Developed and implemented script/query-based extraction methods for previously inaccessible data elements
- Expanded institutional research & reporting to fill in missing metrics

Position Duties/Other Accomplishments

- Provided executive summaries of enrollment data for all adult programs, including identification of longitudinal trends, to Senior Administration for budgeting and strategic planning purposes
- Developed content for and maintained department's portion of university website
- Key liaison on implementation of upgraded Student Information System, including extensive collaboration with vendor representatives
- Developed instructional guides on the use of software for faculty and staff
- Provided training and technical solutions to colleagues, faculty, administration, and other users
- Identified opportunities for optimization of SIS (Student Information System) and reporting processes
- Defined and documented implementation requirements for departmental database and reporting improvements
- Designed custom visual charts, graphs, and other analytical representations of institutional research data
- Extracted and analyzed institutional data in support of retention initiatives and marketing strategies
- Designed complex or non-routine solutions for the SQL Server database and end-user reporting environment
- Developed reports/statistics re institutional data for provision to North Central/HLC and ACBSP accrediting bodies
- Designed and produced standardized ready-to-run reports and database applications for interdepartmental use
- Developed audit reports designed to identify discrepancies and/or omissions; maintain data integrity
- Regularly reviewed and refined tracking/reporting processes to accommodate changing user needs and/or parameters
- Modified intra-catalog database tables to accommodate new or changing elements according to user needs
- Established, defined, and documented data standardization parameters to maintain data consistency
- Designed & implemented new electronic workflow procedures (formerly manual)
- Reviewed and analyzed individual student academic records and applied penalties per academic policies
- Presided over weekly Academic Review Committee meetings to confirm probations/dismissals
- Evaluated transcripts, assessed transfer credit, and determined appropriate admission status per student

Paralegal/Database Specialist

Husch & Eppenberger, LLC

September 2003-May 2006

Key Accomplishments

- Developed & implemented electronic document/data tracking systems for over 3 million pages of hard copy legal documents

Position Duties/Other Accomplishments

- Regularly trained paralegals on use of case management databases and document coding systems
- Developed & standardized specifications for mass data storage & retrieval systems
- Designed and implemented databases, forms & reports for utilization by paralegals and attorneys
- Defined all fields in database and documented data definitions
- Developed and executed complex queries to identify and retrieve individual documents from multi-million page databases
- Created and modified load files for integration of incompatible data into case management databases
- Coded and issue-tagged evidentiary documents using Concordance/IPRO or Summation software
- Scanned documents to various image file formats, often concurrent with field coding, using LAW software
- Processed electronic images of evidentiary documents, including OCR and Bates number/legend branding
- Reviewed and processed electronic data discovery for production to opposing counsel, including determination of responsiveness to RFPs, necessary redactions, designation of privileged materials, and electronic document coding
- Maintained currency and integrity of all case data
- Chronicled and documented chain of custody of all client materials
- Provided executive assistance to management-level paralegals

Other Employment History

Assistant to Executive Accountant/Legal Asst.

Carmody MacDonald, P.C.

Accounting/Medical Billing Assistant

Dotzauer, Runde, Leicht, & Bushur, LLP

Trial Site Manager; Executive Assistant

Complex Litigation Integrators, St. Louis, MO (HQ in NJ)

Other Skills/Experience

- Instructed MUS106 class at Fontbonne University as guest lecturer on musical technology
- Administrated and maintained NFP organization's forum database and user interface
- Created and maintained online organizational marketing tools and event tracking systems for NFP org.

Education

M.S. (in progress - 6 credit hrs remaining), Instructional Technology, Fontbonne University; current GPA 3.7

B.A., Media Communications / Minor, Computer Applications

Webster University, St. Louis, MO, May 2001 with Departmental Honors; cum GPA 3.8

Additional Professional Training / Continuing Education

Jenzabar "JAM" Conference [6 days of intensive IS & CRM training sessions & seminars]

MS Access Professional Development; Husch & Eppenberger

Fair use & Digital Media in Higher Ed (webcourse); Duke University

Various technical webinars

SugarCRM Administration Training (3 day course)

Honors & Awards

Departmental Honors (Department of Communications/Electronic & Photographic Media), Webster University, 2001

Dean's List, Webster University (x3)

Gordon Forsyth Academic Scholarship, 1998-1999

Most Dedicated Award – ARRG, LLC; 2006