
e m p l o y m e n t h i s t o r y

Education Technology Specialist :: Title III Grant Program

Phillips Community College [PCC] :: Oct 2005 to Present

Research, purchase, install, and train faculty and staff on new educational technologies for PCC's Title III "Strengthening Institutions" grant. Create faculty/staff training center. Review and implement best-practice strategies for math and reading pilot courses. Consult with technology vendors for review and purchase of applicable education technology hardware and software. Consult with faculty regarding needs of PCC students.

Communications Manager

Arkansas Science & Technology Authority [ASTA] :: Feb 2002 to Aug 2003

Managed all ASTA media including website, press releases, public relations, branding & marketing and general publicity. Worked closely with academic administrators, officials in government, educators, press agencies, and business entrepreneurs.

Information Design Specialist

University of Arkansas at Little Rock College of Business Administration [UALR-CBA] :: July 2001 to Dec 2001

Created comprehensive print and web branding campaign for UALR-CBA and its departments. Managed complete redesign of college website. Designed and published newsletters and advertisements. Worked individually with faculty and administrative staff and in committees for selection of most effective branding campaign.

Graphic Design and Web Development Specialist

Arkansas Small Business Development Center [ASBDC] :: July 1999 to June 2001

Created branding campaign for ASBDC including logo and web redesign. Served as in-house graphic, web and print design specialist for all ASBDC publication needs including 2000 Annual Report, large-scale trade show displays, brochures, advertisements, newsletters, mass-mailings, and web banner ads. Designed custom web pages for small business clients in the ASBDC's Internet Incubator Program. Held frequent conferences with individual clients to assess their web-based marketing needs.

Intranet Content Management Intern

ALLTEL Media Services Internship :: Aug 1998 to July 1999

Managed the research and dissemination of daily news for ALLTEL's intranet as an intern through the UALR Department of Rhetoric and Writing.

Custom Graphics Department Manager

Arkansas Flag & Banner :: Feb 1998 to June 1998

Designed custom graphics for screen printed banners, vinyl banners and cloth flag patterns. Managed department inventory and production schedules. Supervised department employees and customer order fulfillment.

Webmaster

UALR Forum :: Jan 1997 to May 1998

Designed website for *UALR Forum*—the university's student-run weekly newspaper. Managed web content including import of all news items from print version to web.

t e c h n o l o g y p r o f i c i e n c i e s

HTML, CSS, WebCT, SMART Boards, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe GoLive, Macromedia Flash, Macromedia Dreamweaver, JavaScript, Microsoft Office, Microsoft FrontPage, Quark Express, Wacom graphics tablet, computer and web-based learning & testing systems, desktop publishing, four-color process printing, spot color printing

University of Arkansas at Little Rock

Bachelor of Arts, Liberal Arts :: August 2000

Major emphases in Technical Writing and Graphic Design, Minor emphases in German and Philosophy

SMART Board Instructional Design Seminar

Designed courseware for faculty professional development training on newly installed SMART Boards and SMART Notebook software in conjunction with Phillips Community College's Title III Grant program. Led training seminars for faculty on all three PCC campuses in Helena, Stuttgart and DeWitt, Arkansas.

Chair of PCC's Web Advisory Committee

Conduct regular meetings as the chairperson of Phillips Community College's Web Advisory Committee. Make recommendations for improvements to PCC's website and related technologies to the College Council based on best-practices and faculty/staff input.

ASTA's Information Technology Career Pathways Manual

Created an interactive guide for Arkansas students planning their career pathways from high school into Information Technology fields. Used Macromedia Flash to develop a digital manual as an on-line and CD-ROM-based version of the original printed manual written and compiled by Dr. John W. Ahlen, ASTA President.

ASTA's STUART Grant

Coordinated the implementation of the STUART grant program to purchase classroom participation systems, projectors and laptop computers for Arkansas teachers in grades 5 through 8. Evaluated and selected interactive classroom participation software and hardware for the grant program. Created informational advertisement campaign about the program.

ASBDC's Internet Incubator Program

Designed custom e-commerce websites for thirteen participating ASBDC clients. Consulted directly with small business entrepreneurs through conferences, training sessions and on-site visits to best serve their personal needs in online representation.

ASBDC's 2000 Annual Report

Designed and produced annual report including page layout, custom graphics, staff portrait photographs and on-site client photographs.

ASBDC and UALR-CBA Branding Campaigns

Managed comprehensive and cohesive branding campaigns including complete website redesign, logo design, promotional material production, trade show booth design. Worked closely with college faculty and administrative staff to choose the most effective branding strategies for ASBDC and UALR-CBA.

ASBDC Training Instructor

Taught "Wed Design for Small Businesses" and "Understanding PowerPoint" training courses to small business clients.

Print Advertisement

Created numerous newspaper and magazine advertisements for ASBDC, UALR-CBA and ASTA. Advertisements appeared in Arkansas Democrat-Gazette, Arkansas Times, Arkansas Business and other publications.

The V.I.E.W. Guide

Served as design editor and a writing contributor for **The V.I.E.W. Guide**, a publication for the UALR Department of Rhetoric and Writing. This guide was later used as a class reference text for Technical Writing classes at UALR.

Teaching in Europe

Taught English as a second language in Bulgaria and Czech Republic in 1994 through Students for Central and Eastern Europe—a non-profit, student-led organization through Georgetown University in Washington, D.C., dedicated to the expansion of English as a language for economic development in post-Soviet central and eastern Europe.