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- **Strong communicator** with more than 20 years of experience in corporate communications, instructional design, marketing, content development, and technical writing
  - **Knowledgeable resource** with excellent research skills, cross-disciplinary outlook, and understanding of best practices
  - **Strategic thinker** with exceptional ability to clarify and organize complex ideas, and to convey information effectively
  - **PowerPoint guru** with strong design capabilities, wide-ranging experience, and in-depth technical expertise
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## Knowledge Areas

- Presentation design
  - Instructional design
  - Business intelligence
  - Corporate communications
  - Marketing communications
  - Technical writing
  - Content development
  - Humanities and social science
  - Popular culture
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## Selected Contract Engagements

GREYHOUND LINES—Dallas, TX 9 months

**Instructional Designer**, Greyhound Transformation Projects

*Activities included:*

- Development of training strategy and implementation plans for multiple transformational initiatives, including redesign of Greyhound.com and introduction of new technologies for use by drivers and agents
- Development of various PowerPoint materials, including interactive tutorials, quick reference guides, classroom training modules, and executive presentations

BAYLOR HEALTH CARE SYSTEM—Dallas, TX 18 months

**Strategy and Communications Consultant**, Nursing Informatics

*Activities included:*

- Development and documentation of strategies for improving delivery and utilization of enterprise data
- Design and production of numerous PowerPoint materials, including tutorials and strategic presentations

PEPSICO BUSINESS SOLUTIONS GROUP—Plano, TX 28 months

**Information Architect**, STAR Reporting Project

**Senior Technical Writer**, Business Data Dictionary Project

**Senior Technical Writer**, Enterprise Data Modeling Team

*Activities included:*

- Identifying and communicating requirements for reporting initiatives, through questionnaires, surveys, interviews and focus groups
- Design and delivery of communications program for extensive enterprise data model, including development of prototype products for user education system and training materials for data modelers
- Development, documentation and communication of data modeling standards and procedures
- Creation of white papers, executive presentations, and workshop materials for a variety of internal initiatives, including problem analysis and issue resolution

LA QUINTA INNS AND SUITES — Las Colinas, TX 22 months

**Senior Project Lead**, Customer Data Cleansing Project

**Senior Technical Writer**, Enterprise Data Warehousing Project

*Activities included:*

- Development and implementation of interview procedures and requirements gathering for multiple project initiatives, including operational reporting and property management dashboard utilized by 350+ inns
- Creation of executive information presentations used to communicate project strategy, obtain buy-in, report progress, and drive development of data assets

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## Education

B.A.	University of Texas at Dallas (History)	1969
M.A.	University of Dallas (Psychology)	1978
Ph.D.	University of Texas at Dallas (Humanities)	1983

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## Selected Freelance Projects

THOMAS RIGGS & COMPANY—Virtual (10 years and currently)

### Freelance Scholar

Researched and wrote more than four hundred essays for reference products published by Gale/Cengage and Chadwyck-Healy/ProQuest. Project examples include: *Literature of War*; *Literature of Protest*; *The Twenty-first Century Novel*; Gale's Literature Criticism Online series; Proquest's Literature Online series; *St. James Encyclopedia of Popular Culture*; *Worldmark Global Business and Economic Issues*; *Gale Energy in Context*.

DREAMFISH COMMUNICATIONS—Virtual (15 years and currently)

### Owner

Designed and developed websites and marketing materials for small businesses, non-profits, and independent professional practices. Provided marketing strategy and business coaching. Provided blog posts, eBooks, presentations, and collateral. Clients have included: Greeson Benefits, Greeson Electrical Services, MDH Consulting/Precision Engagement, RockDove Solutions, EngageRocket.

PARTNERCOMM—Virtual

SABRE—Virtual

### PowerPoint Specialist

Responsible for design and production of PowerPoint templates and decks used by PartnerComm clients in the communication of employee benefits

Responsible for design and production of PowerPoint decks for use in annual Sabre sales meeting

BACKBONE MEDIA—Virtual

### Blogger/Consultant

Responsible for writing substantive weekly posts and editing guest posts related to business analytics, published on Backbone client Tibco Spotfire's blog "Trends and Outliers"; also provided Backbone with research and strategy for RFP responses and marketing communications

FRISCO HERITAGE MUSEUM—Frisco, Texas

### Content Designer/Developer

Responsible for exhibit strategy; provided research, writing, and graphic design for content to accompany seven primary exhibits; provided project management for development and delivery of all design services; developed website and multiple PowerPoint presentations for use in fund-raising

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## Software Skills

<i>Expert:</i>	Microsoft Word, PowerPoint, Social Media, Content Management Systems
<i>Excellent:</i>	Excel, Visio, TechSmith Tool Suite, Project Management and Collaboration Tools
<i>Good:</i>	Camtasia, Captivate, Articulate, Photoshop, InDesign, Access

## Personal Skills

- Able to relate effectively at all levels (from the receptionist to the CEO)
- Very fast learner, experienced in ramping up quickly
- Self-managing--but also a team player
- Highly flexible, and responsive to changing circumstances
- Dedicated to meeting deadlines