

INSTRUCTIONAL DESIGNER

Trish Cleary

TRISH@FINETOONS.COM • (959) 901-2119 • trishcleary.me

OVERVIEW

A thoughtfully creative, technically innovative content manager who can expertly shepherd messaging, processes and people through the learning experience.

EXPERTISE

- Content Development
- Content Management
- eLearning/Instructional Design
- NGO Communication and Development

SKILLS

- Copywriting, UX Writing, Tech Writing
- Illustration and Design
- Wordpress Development
- Adobe Creative Suite
- Certified in Google Analytics

EXPERIENCE

CONSULTANT, FINE TOONS, NEWTOWN, CT 2015 - Present

I help adapt content to learner needs and market demands by transforming complex content into engaging stories and measurable success.

- eLearning/Instructional Design: Curriculum design, courseware development, job aids, multimedia production and streaming content for B2B, B2C, non profits, K-12 and higher education.
- Content Development: Writing, illustration, design and production, workflow, cross-functional collaboration and leadership within agile environments.
- Marketing: Research, SEO, copywriting, UX writing, landing pages, email campaigns, website development.

DIGITAL PRODUCT MANAGER, REALLY GOOD STUFF, MONROE, CT. 2012 - 2014

Produced iOS apps for K-3 readers and their teachers. Worked with SMEs and offshore developers to design and create UI, content, assessments, reporting and customized teacher tools.

SUPPORT CONTENT MANAGER, PITNEY BOWES, STAMFORD, CT. 2010 - 2012

Managed the development and deployment of support content for customers, internal stakeholders and support agents during the company's strategic transformation.

- Guided writers and workflows to migrate, create and optimize multi-channel support content.
- Provided content governance for sustainable support features and content.
- Wrote help articles, UI copy, video tutorials, tech bulletins and emails.
- Received recognition with the PB Strategy and Impact award.

SR. DIGITAL CONTENT MANAGER, TAUNTON PRESS, NEWTOWN, CT. 2006 - 2008

Managed the creation and growth of digital offerings from this special interest publisher.

- Led cross-functional teams to create and launch finecooking.com and finegardening.com.
- Created use cases, workflows, wireframes, editorial and design requirements to streamline features and content for delivery on multiple platforms.
- Implemented online support services, resulting in a 75% reduction in calls.
- Tested emerging revenue models (advertising, sponsorships, subscriptions) while drawing over 2.2 million unique visitors a month.

PRODUCTIVITY & EDUCATION MGR, EMC/DELL, WHITE PLAINS, NY. 2004 - 2006

Designed and created learning management and scheduling system, courseware, certification programs and communication campaigns that engaged and empowered our global audience of engineers and programmers.

PRODUCT MANAGER, COGITO LEARNING MEDIA, NYC, SF, AUSTIN. 1996 - 2003

Managed editorial, technical and creative activities for this start-up higher-education publishing company. Researched, produced and marketed courseware in the biological and computational sciences.

CREATIVE DIRECTOR, GROLIER/SCHOLASTIC, DANBURY, CT. 1990 - 1996

Pioneered creative, editorial and publishing innovation with the award-winning Grolier Multimedia Encyclopedia and other reference products.

- Led a talented team of designers, animators, editors and programmers in developing several groundbreaking interactive titles for education and consumer markets.

EDUCATION

Google Analytics Certification, 2021

NYU: Masters Studies/Online Learning and Instructional Design, 2006

Bowling Green State University: BS Journalism, 1984