

# Trish Cleary

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## OVERVIEW

A thoughtfully creative, technically innovative content manager who can expertly shepherd messaging, processes and people through our dynamic digital landscape.

## 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 2015 - Present**

I adapt information and data to user needs and market demands by transforming complex content into engaging stories and measurable success.

- 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.
- eLearning/Instructional Design: Curriculum design, courseware development, job aids, multimedia production and streaming content for Higher Ed, K-12 and non profits.

### **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