

Instructional Designer, Writer, and Media Producer/Director

Overview

My clear, concise writing and creativity have helped clients market products, explain ideas, and educate employees. Projects include:

- E-learning scripts
- Compliance training
- Business ethics and corporate codes of conduct
- Interactive distance learning
- B2B marketing brochures
- Business journal articles and white papers
- User manuals
- Web site copy
- Video/multimedia scripts
- Corporate video production
- PowerPoint presentations
- Science news for broadcast television

Experience Highlights

Visual Kinetics 1981-Present

Independent Writer, Instructional Designer, and Multimedia Producer/Director

- Design and write interactive training and compliance courses on behalf of consulting firms, manufacturers, telecommunications and IT companies, medical and biotech companies, and others
- Write marketing and training materials for print, web, and visual media
- Write, produce, direct, and edit media projects "from script to screen"
- Collaborate with clients and subject matter experts to ensure writing and media projects meet time and budget constraints, and exceed client expectations

Lucent Technologies 1996-1997

Producer/Director/Writer

- Wrote, produced and directed video presentations and live satellite broadcasts for internal and external audiences
- Managed all phases of media projects, collaborated with executive clients, and supervised creative services

Unisys Corporation 1989-1996

Senior Producer/Director/Writer

- Wrote, produced, and directed video presentations used to educate IT technicians and end users, and to market IT networks and computer systems to corporate and government customers
- Adept at capturing engaging on-camera interviews from customers, corporate executives and content experts

New Jersey Network (NJN) 1978-1981

Business Manager and Writer/Producer

- Managed business affairs and logistics for a nightly half-hour television news program
- Wrote and produced feature-length science news stories for "New Jersey Nightly News," which led to full-time writing and producing of science and general-assignment news features for a weekly newsmagazine program, "Made in New Jersey," broadcast jointly on New Jersey Network and WNET/Thirteen

NBC Television Network 1974-1978

Technical Operations Coordinator

- Scheduled studio/field technicians and news-gathering crews, Associate Directors and Stage Managers for WNBC and for NBC news, sports, and entertainment programs
- Made NABET and DGA staffing decisions in a high-pressure environment, 24/7
- Audio technician for remote and studio productions including "Saturday Night Live"