
Marlene J. Geary

Voice: 860-368-1456 * MarleneGeary@gmail.com * <http://marlenegeary.com>

INSTRUCTIONAL DESIGNER / TECHNICAL WRITER

Creative and business-savvy instructional design and writing professional with experience working in industrial distribution and manufacturing environments. Varied career as a technical trainer, course developer, technical writer, web developer and process improvement specialist. Independent self-starter.

Results-driven
Resourceful
Systems-oriented
Problem solver

Relationship-oriented
Adaptable
Industrious
Detail & process-oriented

Certified technical trainer
Collaborative leader
Business-oriented
Skilled communicator

PROFESSIONAL EXPERIENCE

MAGNETIC VOYAGER, OWNER, East Hampton, CT 2016-Present
Concierge Online Presence Management & Business Services <http://magneticvoyager.com/>

Manage social media and web presence for solo entrepreneurs, develop new websites, write client-centered marketing plans to strategize online presence, analyze and improve search engine rankings, assist with developing strategic business plans, assist with driving strategic plans to meet goal in key results areas.

Key Contributions:

- Guiding and coaching a local therapist to hold her first national workshop in November, developing two new websites for her business, developing and driving her business plan, keeping her online presence fresh and current, initiating mailing list automation marketing.

PRATT & WHITNEY, CONTRACTOR THROUGH UNIVERSAL STAFFING, Middletown, CT 2013-2016
Course Developer / Technical Writer, Employee Training Center (ETC)

Constructed on-the-job and classroom standard work training documents for machine operation, software operation, assembly processes, and quality assurance inspection. Partnered with training coordinators, managers, engineers, mechanics, machinists and other subject matter experts. Analyzed technical and quality operations specifications. Adhered to needs analysis, export control and trade compliance standards.

Key Contributions:

- Wrote on-the-job (OJT) standard work training manuals for quality assurance inspection and tool & die apprenticeship programs, aftermarket, stators, and hot section business areas.
- Composed a new series of technical theory and application courses, including Gage & Spline Fundamentals, Balance Theory, Solumina Inspection & Operator Record Systems, Surface Treat, etc.
- Overhauled subject matter courses such as Rivet Inspection and Screw Thread Fundamentals.

FAMILY, South Glastonbury, CT 2010-2013
Private Caregiver

IKON / RICOH, Glastonbury, CT 2007-2010
Senior Account Executive

Delivered solution-oriented sales presentations for product and service sales to prospects. Earned a fast-track promotion to federal sales executive for seven Northeast states. Introduced written training communications to drive team sales. Provided customer loyalty and change agent sales training to fellow team members.

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Key Contributions:

- Strong and sustainable financial gains: grew my telesales territory 37% year over year in business-to-business sales for 2008 and 2009.
- Driver of performance improvement: increased my team's prospect conversions by 15% year-over-year for 2008 and 2009.

WALT DISNEY TRAVEL COMPANY, Orlando, FL

2005-2007

Reservations Sales Agent

Sold travel packages to prospective guests of The Walt Disney World Resort in Orlando, FL and Disneyland Resort Paris in Paris, France. Provided quality assurance training to employees for new consultative sales program initiative. Introduced written training communications to drive Disneyland Resort Paris team sales.

Key Contributions:

- Served as a resource for core competency skills training.

DISTRIBUTOR INFORMATION SYSTEMS CORPORATION, Farmington, CT

1990-2004

Corporate Trainer & Senior Business Advisor, Specialty Industrial Distribution

Engineered synchronous and asynchronous training and consulting on industrial distribution and manufacturing operations to a variety of clients at all levels of each organization. Converted programming code, schematics, and graphics to training materials and learning solutions.

Specialized in cross-functional enterprise resource planning (ERP) and supply-chain expertise with inventory management, job shop operations, and managerial accounting.

Served as lead quality assurance trainer on goal-setting, statistical process measurement, cycle time reduction, core competency analysis, team building, systems analysis, ISO 9001 requirements.

Key Contributions:

- Driver of financial value: my company was able to increase my consulting fees year-over-year by 11% in 1997, 10% in 1998, 9% in 1999, and 8% in 2000.
- Spearheaded new consulting offerings, such as auditing financial statements, reengineering business processes, developing best practices, capturing cost-reduction strategies, and change agent process implementation.
- Led test case and training development for legacy software conversion project.
- Pioneered web-based training and consulting solutions for our customer base.

EDUCATION AND TECHNICAL PROFICIENCIES

Bachelor of General Studies, Charter Oak State College in New Britain, CT

Projected graduation date: May 2017, Degree Expected: BA

Lean Six Sigma Yellow Belt, April 2016

Global Learning Partners, Foundations of Dialogue Education, 2011

Walt Disney Travel Company Consultative Sales Training, 2005

Certified Technical Trainer, The Chauncey Group, 1998

Technical Skills

Microsoft Office (Word, PowerPoint, Excel, Outlook, Access), Solumina, Adobe Framemaker, Sharepoint, HTML, CSS, WordPress, Web-based e-learning course development
SME partnering, Objective taxonomies, Systems development life cycle (SDLC)