

## Professional Summary

- Extensive experience in staff and project management; business and process analysis; strategic planning; communication plans; researching, gathering, analyzing and communicating business intelligence; creating/managing reporting metrics; Statement of Work/Request for Proposals, learning techniques/strategies and instructional design; technical writing and training; teaching and employee development; social networking media (blogs, text-messaging, Facebook, etc.); volunteer recruitment, program administration, fund-raising, community outreach and management.
  - Possess strong knowledge of information technology, Agile, financial services, payment card industry (PCI) compliance, DITA, economics, marketing, HIPAA, health care/violence prevention, telecommunications, Internet and social media.
  - Proficient in many software packages including but not limited to: MS Office, Project, OneNote, InfoPath and Team Foundation Server; SharePoint, HTML, Adobe, Dreamweaver, Photoshop, Flare, SnagIt, Camtasia, Captivate, WebEx.
  - Studied PRINCE2™ project management, knowledgeable of Sarbanes-Oxley and ISO-9001:2000 compliance methods.
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## Skills Summary

**Clifton/Gallup - Top 5 Strengths:** Woo, Communication, Individualization, Input, Connectedness

**General Skills:** Project/staff management, ghost-writing executive messages, business/data analysis, requirements gathering/analysis, writing/editing print publications, web page design, interviewing, proposals, technical training, employee development, instructional design, writing videos/multimedia presentations, coordinating business and town hall meetings.

**Project Management/Business Analysis:** Requirements gathering/reporting; test-plan creation/execution; trouble-ticket creation, assignment, resolution; data analysis, auditing, cleansing and testing; ISO-9001:2000 auditing/compliance.

**Business Documents/Publications:** Benefit materials, business plans, business-continuity plans, competitive analysis, employee manuals, marketing brochures, online forms, policies/procedures, presentations, press releases, newsletters, product literature, proposals, research publications, risk/reputation management, script writing, service level agreements, web pages.

**Training, Learning and Development:** Course facilitation, coaching, counseling, employee development, web and computer-based training (WBT/CBT), instructional objectives, instructor guides, needs analysis, design documents, step-by-step instructions, workbooks, job aids, online help, training scripts, tutorials, training videos.

**System/User Documentation:** General/detail design, functional/programming specifications, requirements definition, run books, production information architecture (PIA) documents, test plans/scripts, cross references, indexes, installation guides, run books, reference guides, end-user manuals.

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## Professional Experience

### ***Business Communications Consultant***

**Project Manager, Business Analyst, Instructional Designer, Technical Writer, Editor, Trainer – Oct. 2005 to Present**

- ***Tata Consultancy Services, Project Manager and Writer***, (Jan. 2014 to March 2015.) Process Owner (Lead) for Strategic Engagement and Communication initiatives in the Service Management area of Boeing's Global Integrated Development Environment (IDE) Common Service (CS). Managed web and SharePoint sites; created communication strategies and plans; wrote/managed internal and customer-facing newsletters, forms, FAQs, blogs, wikis; interviewed experts and ghost-wrote senior leadership messages; helped all staff create, document and improve business processes (LEAN); and created standard project management artifacts: risk charts, issues and decision logs, mitigation plans, project scope specifications, executive presentation materials and meeting minutes. Received two Pride@Boeing awards, recognizing exceptional performance.
  - ***Equifax Workforce Solutions, The Work Number® Product Development, Systems Engineer (Agile BA/PM)*** (June 2013 to Jan. 2014). Project manager for several legal-compliance, enterprise initiatives under The Work Number product application suite. Defined requirements; identified key development tasks/milestones; created/managed business cases, UML diagrams, reports, project plans, budgets, stakeholder communication, off-shore teams; also wrote wiki articles.
  - ***Charter Business, CB Operations, Sr. Technical Communicator/Business Process Analyst*** (Nov. 2012 to May 2013). Gathered, analyzed, documented current (and future) business processes for application transition project the telecom unit — migrated from siloed, legacy applications to Oracle suite (Siebel/CRM, UIM, OSM, BRM). Also assisted in user testing, and reviewed training materials produced by 3<sup>rd</sup> party training vendor. Waterfall environment.
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- **Savvis, Cloud Products, Sr. Technical Communicator** (April 2012 to Nov. 2012). Built DITA and XML-based online help from ground up; created templates, styles, standards; gathered, analyzed and produced competitive research, sales tools, jobs aids, customer-facing documents (print/online), user guides, FAQs, APIs, release notes. Agile environment.
- **Thomson Reuters, Markets Real Time Technology, U.S. Equities, Sr. Business Analyst** (April 2011 to April 2012). Agile. Gathered/analyzed requirements and business intelligence; created test scripts and message maps, UAT, managed functional/regression testing; interfaced with clients, on and off-shore staff, exchange managers; wrote wiki articles.
- **Emerson, UNIX and Storage, ITSS, Sr. Technical Writer** (Nov. 2010 to April 2011). Led technical communication efforts: business process analysis/documentation; interviewed administrators, project managers/SMEs; created templates, documented applications, created end-user guides and competency tests for off-shore staff; created MS InfoPath reports, SharePoint surveys; managed report metrics; information security compliance tools, and miscellaneous projects.
- **SeaWorld Parks and Entertainment, Team Lead: Technical Writing Transition Team** (June to Nov. 2010). Led technical writing team (four writers): created templates, styles, standards; managed application audits; interviewed developers and SMEs; documented critical applications; mentored staff; managed staff, created performance reports.
- **BJC HealthCare, TFC Unit, Process Business Analyst** (Nov. 2009 to May 2010). Gathered/analyzed requirements and business intelligence; performed competitive analysis research and new product demonstrations; interviewed customers; designed/wrote marketing brochures; created strategic communication plans, executive talking points and key messages; designed and created user surveys, reports, UML and process flow diagrams.
- **Express Scripts, Product Engineer/Business Analyst** (Aug. to Nov. 2009). Gathered/analyzed requirements and business intelligence; led joint application development/requirements (JAR/JAD) meetings; created use cases, UML diagrams, wireframes and technical illustration; created requirements and high-level design documents; managed reports.
- **Banyan Communications, Project Manager/Lead Instructional Designer** (April 2008 to July 2009). PMO. Created and managed project proposals, SOWs, budgets; created templates, styles, standards; hired/managed freelance staff; led cross-functional creative, documentation and training design projects, project reporting; ISO 9001-2000 compliance, for:
  - **Centers for Disease Control and Prevention:** Lead instructional designer, researcher and writer for Power of Prevention and “[Dating Matters](#)” an online course to prevent teen dating violence. Wrote [case study for intimate and sexual partner violence prevention training guide](#) (PDF). Performed needs analysis; created ID templates and all documentation; gathered/organized research; found and interviewed subject matter experts; led efforts with creative, software development and production staff; wrote content/learning activities.
  - **U.S. Treasury:** Lead writer and project manager for the “Borrow Smart! Don’t Be a Victim!” financial literacy campaign. Managed graphic design and marketing communications teams; led all client relationships; created communication plans; oversaw budgets and deliverables: created marketing insert for 2008 tax-return checks, the [www.MyMoney.gov](#) web site and text-messaging campaign; reviewed content for public service announcement; managed Latin American Spanish translation efforts; promoted campaign and interfaced with both (traditional) public relations and (technical) social-networking vendors.
  - **Her Majesty’s Prison Service (United Kingdom):** Lead instructional designer (facilitator-led courses) for prison staff. Performed needs and content analysis and oversaw the work of off-site instructional design and writing staff.
- **Evolve24 (now part of Maritz), Business Analyst**, (Oct. 2007 to March 2008). PMO. Agile. Documented/analyzed requirements for web-based risk and reputation-management software. Prioritized customer requirements and release enhancements; created Boolean and Lucene searches; audited and cleansed data; made necessary updates to the relevant data libraries. Assigned trouble tickets and enhancement requests. Created and executed UAT test plans. Wrote release notes. Developed, facilitated and managed all communication plans. Created job aides; delivered in-person training for MasterCard’s local staff; delivered WebEx webinars to MasterCard’s regional offices in Asia, Latin America and Europe. Served as the communication and customer-relationship liaison between internal staff and external customers.
- **Anheuser-Busch, Business Analyst/Writer** (Jan. to Oct. 2007). PMO and Center of Excellence/Competency Center. Led documentation, web communication and market research projects for A-B wholesalers and internal staff; created communication plans and on-line help files; wrote and edited end-user guides; designed and produced internal videos; documented/analyzed business requirements and documented competitive analysis from independent software vendors.
- **MasterCard Worldwide, Senior Technical Communicator** (Oct. to Dec. 2006). Led 10-week, PCI-compliant documentation effort for myProvider and Enhanced Data, two components of the Smart Data™ product suite.
- **Verso Technologies, Technical Communicator** (Aug. 2006 to Jan. 2007). Updated technical documentation.
- **Elsevier, Lead Instructional Designer/Project Manager** (Oct. 2005 to Nov. 2006). PMO. Designed, wrote, and edited web-based training courses and training videos for nursing students. Created templates, styles, standards;

managed/mentored staff; led cross-functional team meetings; reviewed wireframes and prototypes. (One video was English/Spanish. Wrote the English version and located a linguistic resource for Latin American Spanish translation.)

- **AAA Missouri, Instructional Designer/Project Manager** (Jan. to April 2006). Conducted a needs analysis and developed detailed design documents for two blended-learning courses. Assisted with proposal writing.
- **Reuters, Senior Technical Communicator** (Oct. 2005 to Jan. 2006). Led international effort to document/edit all materials (product information architecture and operations run books) for the [www.reuters.com](http://www.reuters.com) web product.

### **The Federal Reserve Bank of St. Louis**

**Senior Editor, Public Affairs – Aug. 1998 to Sep. 2005** — PMO/FRB System-wide Editorial Competency Center.

- Worked with end-users, content owners and IT staff to produce/manage the [Bank's public web site](#). Managed content creation, testing and posting of interactive features: online polls, surveys, and registration forms. Created wireframes. Monitored usage with WebTrends. Awarded “Best Corporate Site.” received 2<sup>nd</sup> place, “Best Web Content,” St. Louis Chapter, International Webmasters Asso., 2002.
- Served on Bank-wide Business Continuity committee — created procedures and documentation for staff members to follow in case of a business interruption. Also took part in off-site business-continuity exercises.
- Managing Editor for *Central Banker*, a quarterly publication for Eighth District bank CEOs, (2001- 2005).
- Managing Editor for *Review*, a bi-monthly economics research journal, (1998-2000).
- Additional duties included writing/editing contributing articles for *Eighth Note*, an employee magazine; managing bi-annual Bank-wide Town Hall meetings; creating/executing communication plans; writing online (intranet) news stories; creating executive talking points and ghost-writing executive editorials; planning and managing employee appreciation events, and editing miscellaneous print and online materials published throughout the Federal Reserve system.

### **Washington University in St. Louis**

**Lecturer, Technical Writing – Jan 2000 to May 2002**

- Taught technical communication to upper-division students in WUSTL's School of Engineering and Applied Sciences.

### **Business Communications Consultant**

**Senior Instructional Designer/Technical Writer and Trainer – 1991 to 1998**

- **American Express Teleconferencing Center** – Managed staff, created templates, styles, standards; created user guides; developed and delivered facilitator-led classes for sales/services reps. Built training program from ground up.
- **Consolidated Communications Systems and Services** – Designed, wrote and facilitated customer training courses and developed related, end-user documentation and job aids.
- **Technology Applications, Inc.** – Revamped failing training program into a successful profit center. Hired/mentored staff; created templates, designed, wrote/facilitated training courses, developed end-user training materials. Also wrote marketing pieces, proposal documents, and assisted with the design and content creation for partner-marketing web page.
- **U.S. Veterans' Administration** – Designed/wrote several CBT courses for the VA's medical care cost recovery unit.
- **Conoco Retail Stores** – Designed and wrote “Management and Leadership” and “Loss Prevention” CBT modules.
- **Georgia Pacific**– Designed and wrote two instructor-led courses regarding new systems, policies and procedures.
- **IBM** – Designed and wrote CBT modules designed for 3<sup>rd</sup> party repair technicians.
- **President Riverboats Casinos, Inc.** – Edited and programmed CBT mastery courses for general employees.
- **Bridge Information Systems** – Designed and wrote all training materials and user's guides for Computer Operators. Created/managed templates, styles, standards, end-user guides, stock market and financial glossary, and training videos.
- **Sears** – Transformed more than 150 procedural flow charts into an outline for written procedures manual.
- **Brooks Fiber Communications, Inc.** – Designed, wrote and managed training documentation project for sales force. Managed freelance staff and budgets. Created/managed templates, styles, standards.
- **Ameritech Cellular Centers** – Designed, wrote and facilitated multiple application-selling courses.
- **GTE Wireless** – Designed and wrote several CBT courses for sales and service reps.

- **Ameritech Small Business Service Centers** – Wrote proposals. Designed and wrote product literature, sales brochures, basic telephony courses and an operations plan for employee seminars.
- **Digital Equipment Corporation** – Wrote proposals, developed creative themes, helped plan quarterly International Sales Meetings, created presentation materials, coached sales executives on key marketing messages and talking points. Also wrote quarterly sales announcements and application-selling brochures.
- **Citicorp/Diners Club** – Conducted surveys and initial content research for sales training programs.
- **Monsanto Chemical Group** – Designed and wrote instructional materials for “Problem Solving and Team Building” course. Also conducted needs analysis/survey, wrote proposals and presented key recommendations to the plant executives for technical training program at Monsanto Chemical Group’s Acrilan Plant.

### **MCI Telecommunications, Inc.**

**Systems Trainer, Southwest Division, St. Louis, MO – 1989 to 1991.** Training PMO. Developed and facilitated customer service, computer order-entry/systems navigation and new product training. Designed, developed, reviewed and edited all training materials: user guides, managed mainframe training environment, created job aids, tests and evaluation tools.

**Team Leader/Customer Service Representative, Midwest Division, Chicago, IL – 1987 to 1989.** Identified and resolved service troubles, entered trouble tickets, escalated unresolved issues up to 4<sup>th</sup>-level management. Calculated department payroll, and acted as department supervisor in his absence. Led *Day Later Cancel/Save* Program—contacted those requesting disconnection; won back 35% of lost customers. Compiled reports identifying repeat trouble patterns and analyzed circuit-performance. Managed assigned commercial customers: account maintenance, revenue enhancement and sold new services.

### **Volunteer Leadership**

**Magdalene St. Louis** – (2013-Present) Assisting with catering and fundraising for local non-profit, <http://magdalenestl.org/>.

**Faith in Action (FIA) Church of St. Michael and St. George** – (2000-2013). FIA Chair (2008-2011); Hunger Ministry Chair (2003-2008) and Volunteer (2000-2013). As FIA chair, I oversaw the leadership, administration, fund-raising, management and volunteer recruitment for six outreach ministries.

**American Diabetes Association, Chicago, IL.** (1984-89). Solicited volunteers, funds and donations for annual Bike-a-thon.

### **Education and Professional Development**

- **UM-St. Louis** – Completed 3 hours towards a Masters of Education – Adult Education.
- **Northeastern Illinois State University, Chicago** – Completed 15 hours: Masters in Counselor Education degree.
- **St. Louis University** – Bachelor of Arts.

### **Continuing Education and Professional Certifications**

- **In Search of Excellent Requirements** (online course created by Karl E. Weigers)
- **BJC HealthCare:** (1) Facilitation Skills for Leaders (FSL) and (2) Accelerating Change and Transitions (ACT)
- **PRINCE2™ Certification:** Took various lessons on this British project-management methodology.
- **Ragan Communications, Inc.:** Completed various seminars: (1) Advanced Writing and Editing for Corporate Communicators and (2) Effective Employee Communications.
- **Dale Carnegie® Course, St. Louis:** Completed 12-week course, Dec. 2002. Received two Human Relations awards.
- **UM-St. Louis Micro-Computer Program:** Completed continuing education courses in HTML and Dreamweaver.
- **American Management Association:** Completed “Train the Trainer” certification program.
- **Creative Training Techniques:** Completed several seminars for leading creative/engaging facilitator-led training.
- **Career Track, Inc., and National Seminars, Inc.:** Project Management, Business Communication, Editing, etc.

### **Citizenship/Travel**

- Citizenship = United States of America – Willing to telecommute, relocate, travel up to 50% for the right opportunity.

### **Examples of My Work**

- Limited on-line samples of my work can be found on my web site: <http://www.alicedames.com/samples.html>.
- During an in-person interview I also display a variety of hard-copy samples that are more technical in nature.