

THOMAS CLARK



WEB DIRECTOR

PROJECT MANAGEMENT □ ONLINE MARKETING AND DESIGN □ GLOBAL BRAND DEVELOPMENT □ E-LEARNING

Highly enthusiastic, creative and results-producing professional, with extensive years of productive experience in steering and directing all aspects of e-learning operations, administration, and overall management. Demonstrate success in managing online brand communities as well as developing ways to communicate and interact with cross-functional audience. In depth background in online marketing and communication with technical aptitude and knowledge on current social media tools. Successfully involved and participate to brand equity and marketing strategy plans in international markets. Bilingual; proficient in English and Italian.

SUMMARY OF QUALIFICATIONS

- Known for efficiency in developing and executing innovative policies and procedures; great at implementing adult learning principles, LMS administration, web development, search engine optimization, project management, and online tutorial creation
- Excellent leadership, organizational, time management, and analytical skills; able to communicate and attract community members to join and participate on latest community initiatives
- Commitment in leading cross-functional teams that collaborate as a focused unit to achieve online social media and community building, marketing and design goals and objectives
- Strong understanding of technology trends and social media tools; maintain meaningful coordination with various company offices to align strategic concepts with overall web strategy for brand worldwide

PROFESSIONAL EXPERIENCE

LOCATION

Freelance Web Consultant • 2008-Present

- Efficiently provide web design, desktop publishing, and e-learning resources, such as podcasts, LMS modules, Flash, Captivate tutorials, and technical writing as well as translating services

DREW UNIVERSITY, MADISON, NJ

Director of Foreign Language Instructional Technology Services • 2003-2008

- Oversaw \$350K grant from Andrew W. Mellon Foundation to plan and implement advanced technology initiatives for multiple departments' curricula
- Directed the IT Laboratory team as well as created and improved intranet websites
- Designed the www.adultlearnmandtech.com website to offer adult learning trainers and educators gateway to current instructional design, assessment tools, and methodologies
- Performed needs analysis and assessment studies; prospected vendors and international subject matter experts; and developed interactive and engaging instructional tools, such as websites, Captivate tutorials, wikis, blogs, podcasts, PowerPoint presentations, and placements tests
- Monitored various projects ensuring adherence to development timelines and resolution of issues
- Generated reports and budget projections

Instructional Technologist • 2003-2004

- Served as Learning Management System Administrator / Trainer tasked in managing LMS web resources and training materials based on faculty needs
- Created interactive, multimedia instructional tools, which included podcasts, e-learning, video streaming, and online placement tests and forms
- Proactively designed online and print tutorials and generated storyboards; facilitated individual and group training through phone, e-mail, and personal visits

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RUTGERS UNIVERSITY, NEWARK, NJ

Instructional Program Developer ▪ 2001-2003

- Produced high-impact, compelling websites to meet diverse needs of Social Sciences, Humanities, Computer Science, Foreign Language, and Physical Sciences departments
- Coordinated with faculty to identify demands; innovated interface design for digital and printed materials
- Spearheaded programmer, graphic designer, news writer, and news editor to organize seamless development of websites
- Instituted minimum technical skills and standards for administrative staff; created monthly education and technology newsletter

WILLIAM PATTERSON UNIVERSITY, WAYNE, NJ

Technology Coordinator (Program Assistant) ▪ 1999-2001

- Worked collaboratively with faculty to improve technology-driven multimedia courses and presented animated tutorials on developing instructional presentation and training events
- Performed troubleshooting on software and hardware; created web interfaces

UNIVERSITY OF CONNECTICUT, STORRS, CT

Program Assistant, Environmental Research Institute / Italian Instructor ▪ 1994-1999

- Maintained research materials of professors and field scientists, created reports that support grant applications to state and federal agencies
- Analyzed and amended web projects, reports, poster sessions, and proposals

EARLIER CAREER

Training Administrator, GERBER SCIENTIFIC PRODUCTS ▪ MANCHESTER, CT 1997
Director of Language Learning Center, OBERLIN COLLEGE ▪ OBERLIN, OH 1992-1994

EDUCATION

MASTER OF ARTS IN ROMANCE LANGUAGES, University of Washington, Seattle, WA

BACHELOR OF ARTS IN ENGLISH, Universita G. d' Annunzio, Chieti e Pescara, Pescara, Italy

LONDON CHAMBER OF COMMERCE CERTIFICATION, Stevenson Institute, Edinburgh, UK

PROFESSIONAL AFFILIATIONS

International Society for Technology in Education
Association for Educational Communications and Technology
American Society for Training and Development
E-Learning Guild

PRESENTATION

"V.U.E., Visualizing Construction of Knowledge"

Pieretti, M.P. and **Frisoli, G.** Kentucky Foreign Language Conference, Lexington, Kentucky. April 16, 2007

TECHNICAL SKILLS

- Blackboard, WebCT, Moodle, Angel, TaskStream
- Dreamweaver, FrontPage, MS Office 2003 and 2007, Adobe Premiere Elements, Photoshop, Illustrator, Image Ready, Acrobat Professional, Camtasia, Captivate, Contribute, Lecture, Snagit, Flash, Fireworks, Paint Shop Pro
- HTML, CSS, XML, PHP, ColdFusion, JavaScript, ActionScript, Visual Basic, SQL, Access
- ePortfolio: <http://www.adultlearnandtech.com/GF/>